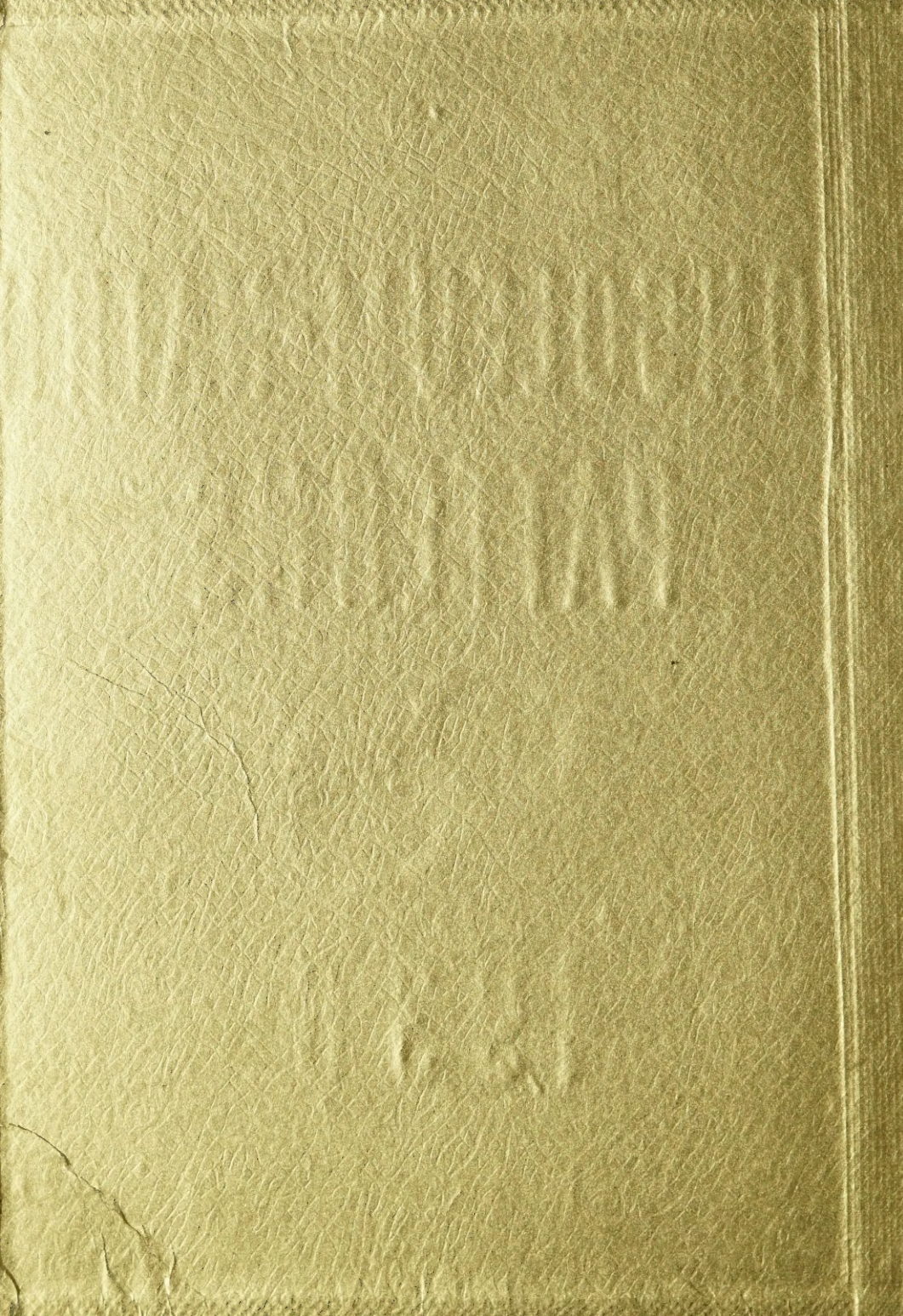


50th Anniversary

CONGOLEUM-NAIRN PATTERNS



1936





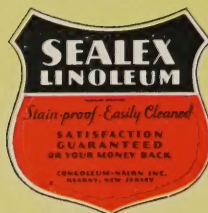
50th Anniversary

CONGOLEUM-NAIRN PATTERNS

1936

CONGOLEUM-NAIRN INC., KEARNY, NEW JERSEY

NEW YORK CHICAGO PHILADELPHIA BOSTON PITTSBURGH
SAN FRANCISCO KANSAS CITY MINNEAPOLIS DALLAS ATLANTA



These trade-marks identify the nationally advertised quality products of Congoleum-Nairn Inc. They are your guarantee of value and satisfaction and your safeguard against substitution.

Each mark is registered in the United States Patent Office and in each of the forty-eight states and is thus accorded the maximum recognition and protection afforded by law. In a majority of the states the respective laws provide substantial penalties for infringement of registered trade-marks.

Your attention is directed to page 256 of this catalogue for a further statement regarding the trade-mark "Congoleum."

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NOTICE: All products identified by an asterisk (*) are manufactured according to an exclusive method of marbling and are fully protected by U. S. Letters Patent. Adhesive Sealex Linoleum and Treadlite Inlaid are fully protected by United States Letters Patent No. 1,970,503.

Pattern reproductions in this catalog are as perfect as the limitations of color printing permit, but an exact match of the merchandise is not guaranteed.



An "all-linoleum" interior, illustrating the versatility of this modern decorative material. Veltone Floor with custom-cut inset and gorgeous mural by Thomas Lamb, executed entirely in Sealex Wall-Coverings.

INTRODUCTION

PROFIT OPPORTUNITIES FOR 1936

Congoleum-Nairn Inc. celebrates its 50th Anniversary with a new and extended line that offers golden opportunities for profit to merchants of smooth-surface floor-coverings.

NEW PATTERNS

The new patterns added for 1936 show distinctive leadership. Styled by experts to meet the demands of your customers, they offer you a complete line to fulfill any smooth-surface floor-covering need.

THE NEW ADHESIVE SEALEX LINOLEUM AND TREADLITE INLAID

The sensationally new Adhesive Sealex Inlaid Linoleum and Treadlite Inlaid are the talk of the trade—the greatest developments in linoleum in 20 years!

Dealers and consumers have received these products enthusiastically because the exclusive feature, the factory-applied adhesive on the back, reduces both the cost and time of installation. Laid directly over wood or concrete floors in good condition and above grade, felt lining . . . pails of paste . . . heavy roller . . . sand bags—all are eliminated.

Sales records are amazing! Retailers report that the speed and economy of laying have opened up new markets and have built real profits. New business has been obtained through the lower installation cost.

NOTE: Adhesive Sealex Linoleum and Treadlite Inlaid are patented and manufactured exclusively by Congoleum-Nairn Inc. The former is genuine Sealex Inlaid Linoleum and the latter a genuine Inlaid with the design built up on a highly pliable felt backing—both with the added advantage of the factory-applied adhesive on the back. Patent No. 1,970,503.

MERCHANDISING AND ADVERTISING

Congoleum-Nairn's merchandising program in 1936 will be a powerful aid in getting your full share of the floor-covering business in your community. A greatly expanded campaign of color page magazine advertising reaching most of the prospects in your vicinity will back up your selling efforts in 1936.

VELTONES—3/16", HEAVY AND MEDIUM GAUGES

DEALERS have found that Sealex Veltones, in four years time since they were introduced, have opened up a wider market for linoleum floors in high-grade commercial and residential installations. Their rich, all-over marbling, without tiles, mortar lines or repeats of any kind have won enthusiastic acceptance from architects, decorators and large commercial users—all your prospects. This year, to meet the ever increasing demand for Veltones in heavy-duty installations, we are offering for the first time, five of the best selling Veltone patterns in an extra heavy gauge (3/16").

Include these new heavier weight Veltones in your contract department. Be prepared to meet the big existing demand for this beautiful floor-covering for every type of commercial as well as high-class residential installation.

NOTE: Actual thickness of new Extra Heavy Gauge, 3/16" or 4.76 mm. Regular Heavy Gauge, .125 inch or 3.18 mm. Medium Gauge, .095 inch or 2.40 mm.



PATTERN — "NOCTURNE"*

Pattern No. 2955—Heavy Gauge

Code: Nocturne

Illustration 1/4 scale.



SEALEX LINOLEUM—VELTONE MARBLE



PATTERN — "BURMAH JADE"*

Pattern No. 6957—Medium Gauge

Code: Burmah

Illustration $\frac{1}{4}$ scale.





PATTERN — "GOLDEN ONYX"*

Pattern No. 6958—Medium Gauge

Code: Golden

Illustration $\frac{1}{4}$ scale.



PATTERN — "VULCAN"*

Pattern No. 1959—3/16" Gauge

Pattern No. 2959—Heavy Gauge

Pattern No. 6959—Medium Gauge

Code: Vulbat

Code: Calumet

Code: Vulcan

Illustration 1/4 scale.



SEALEX LINOLEUM—VELTONE MARBLE



PATTERN — "ROSE BERYL"*

Pattern No. 6960—Medium Gauge

Code: Beryl

Illustration 1/4 scale.





PATTERN — "CIRCASSIAN"*

Pattern No. 1968—3/16" Gauge

Pattern No. 2968—Heavy Gauge

Pattern No. 6968—Medium Gauge

Illustration 1/4 scale.

Code: Cirbat

Code: Circassian

Code: Cirbe



SEALEX LINOLEUM—VELTONE MARBLE



PATTERN — "TIBET"*

Pattern No. 2970—Heavy Gauge

Pattern No. 6970—Medium Gauge

Code: Tibet

Code: Tibbe

Illustration $\frac{1}{4}$ scale.



PATTERN — "EVERGREEN"*

Pattern No. 1972—3/16" Gauge

Pattern No. 2972—Heavy Gauge

Pattern No. 6972—Medium Gauge

Code: Everbat

Code: Evergreen

Code: Evreen

Illustration 1/4 scale.



SEALEX LINOLEUM—VELTONE MARBLE



PATTERN — "OAKBROWN"*

Pattern No. 2973—Heavy Gauge

Pattern No. 6973—Medium Gauge

Code: Oakbrown

Code: Oakbro

Illustration $\frac{1}{4}$ scale.

SEALEX LINOLEUM—VELTONE MARBLE



PATTERN — "PAISLEYGRAY"*

Pattern No. 1974—3/16" Gauge

Pattern No. 2974—Heavy Gauge

Pattern No. 6974—Medium Gauge

Code: Paibat

Code: Paisleygray

Code: Paigray

Illustration 1/4 scale.





PATTERN — "IRONGRAY"*

Pattern No. 2975—Heavy Gauge

Pattern No. 6975—Medium Gauge

Code: Irongray

Code: Ingray

Illustration $\frac{1}{4}$ scale.



PATTERN — "MAHOGANY RED"*

Pattern No. 1976—3/16" Gauge

Pattern No. 2976—Heavy Gauge

Pattern No. 6976—Medium Gauge

Code: Ganbat

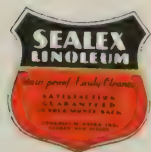
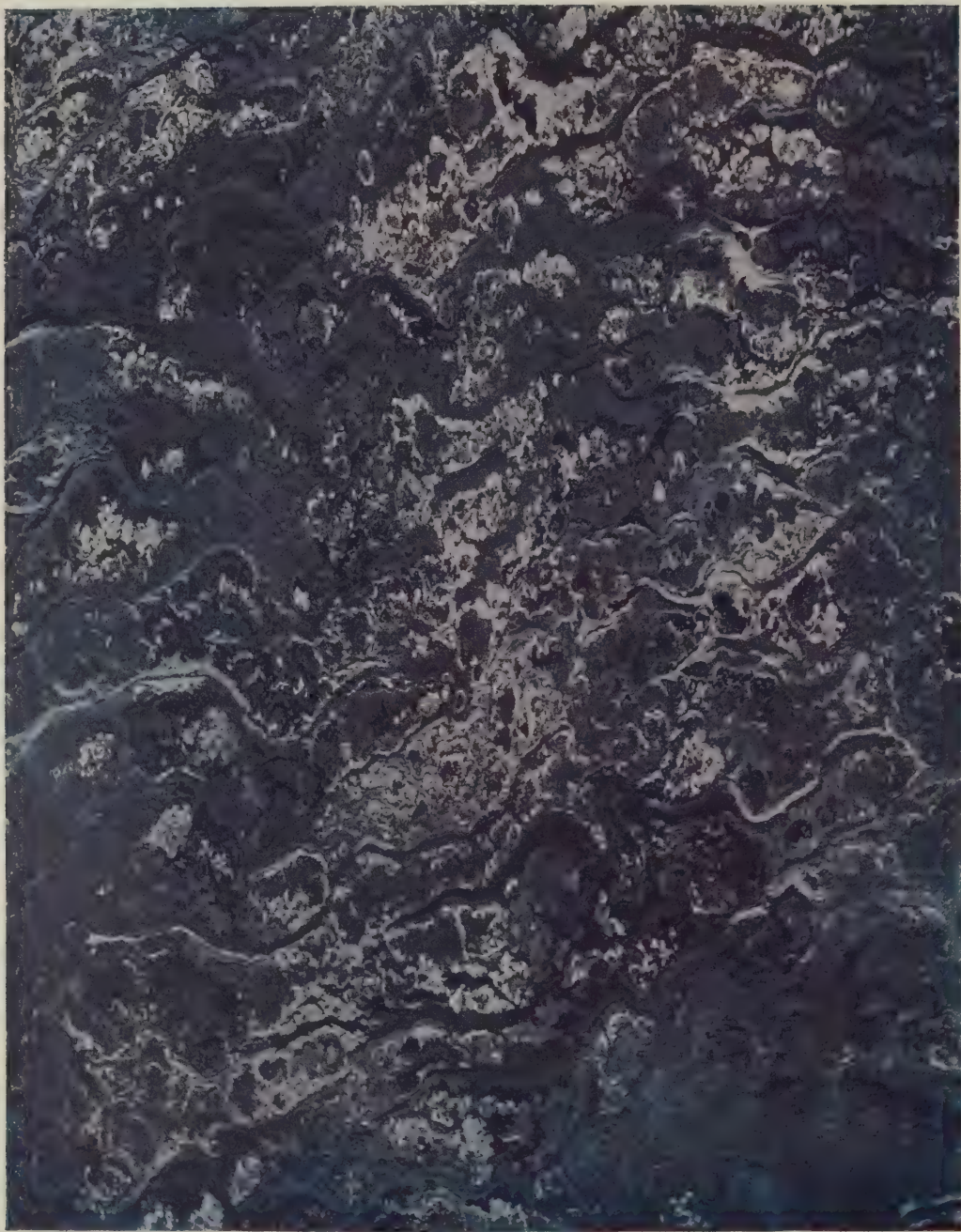
Code: Ganred

Code: Gany

Illustration 1/4 scale.



SEALEX LINOLEUM—VELTONE MARBLE



PATTERN — "DELFT BLUE"*

Pattern No. 6977—Medium Gauge

Code: Delft

Illustration 1/4 scale.



PATTERN — "SIENNA"*

Pattern No. 2978—Heavy Gauge

Pattern No. 6978—Medium Gauge

Code: Sienny

Code: Siennum

Illustration $\frac{1}{4}$ scale.





PATTERN — "SEA GREEN"*

Pattern No. 2979—Heavy Gauge

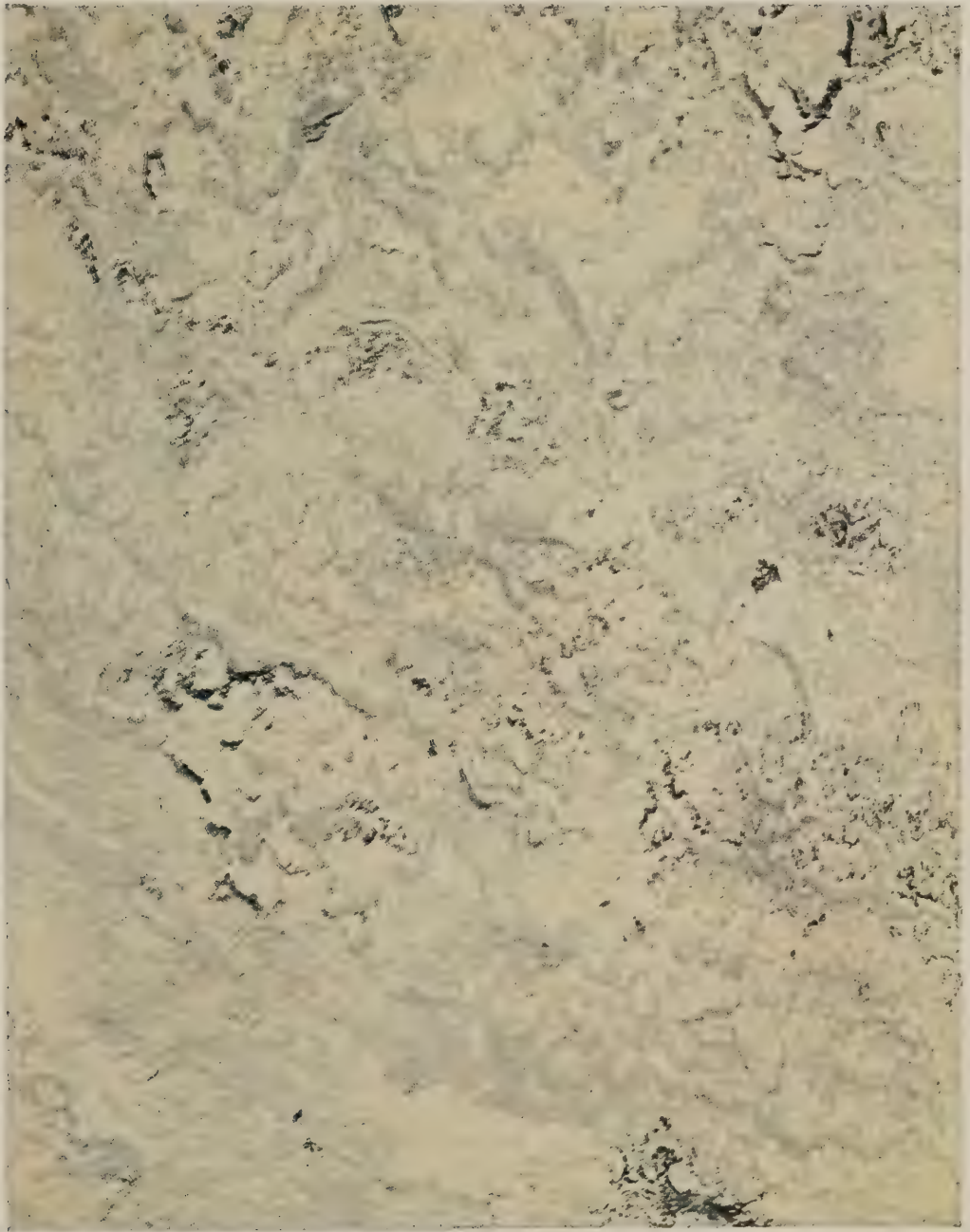
Code: Seagry

Pattern No. 6979—Medium Gauge

Code: Seagrum

Illustration $\frac{1}{4}$ scale.





PATTERN — "RUTLAND"*

Pattern No. 2980—Heavy Gauge

Pattern No. 6980—Medium Gauge

Code: Rutley

Code: Rutlum

Illustration $\frac{1}{4}$ scale.



KARNEAN MARBLED INLAID—HEAVY GAUGE

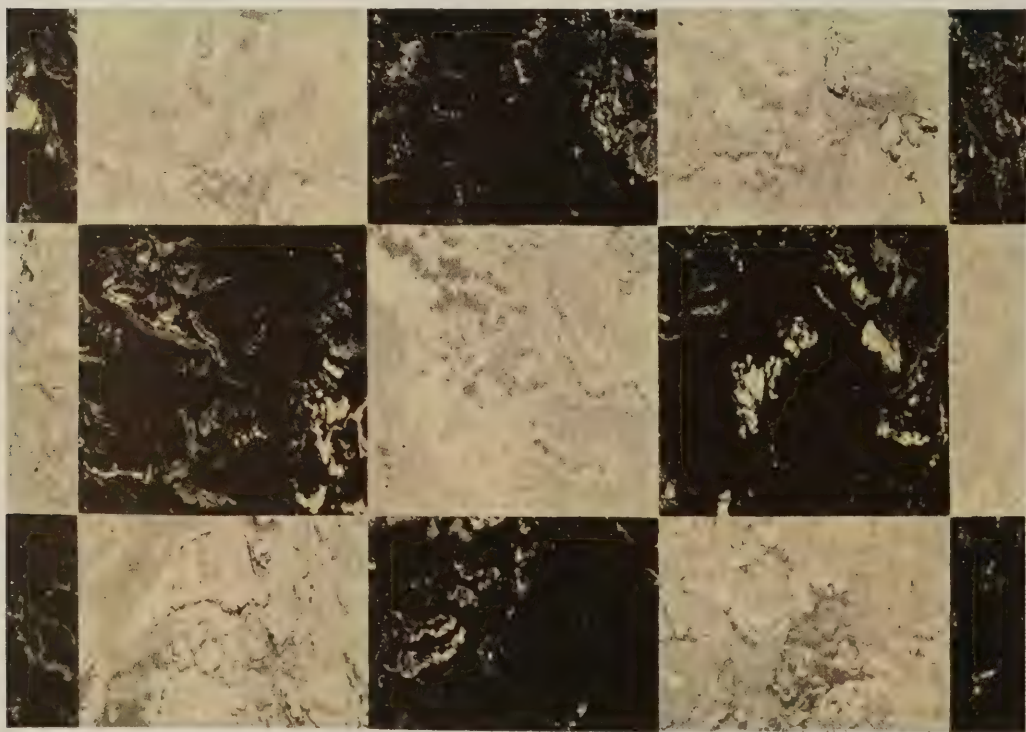
KARNEAN Heavy Gauge Inlaid stand up under the heaviest traffic—require a minimum of maintenance—yet delight the eye with their richly colored marbling.

Stores, office buildings and restaurants especially favor this highest quality linoleum flooring. In residences, too, where a practically "lifelong" installation is desired, Karnean Heavy Gauge finds a substantial and highly profitable market.

To meet the requirements of these two types of customers, Karnean Heavy is designed in two types of patterns. There are large scale, gorgeously veined tiles, suitable for expansive areas in lobbies, shops, etc., as well as effects more adaptable for homes.

Be sure to include 3260 and 3261 in your new stock. They are made up of medium size, scatter tiles with contrasting color effects.

NOTE: Actual thickness of Karnean Heavy Gauge is .125 inch or 3.18 mm.



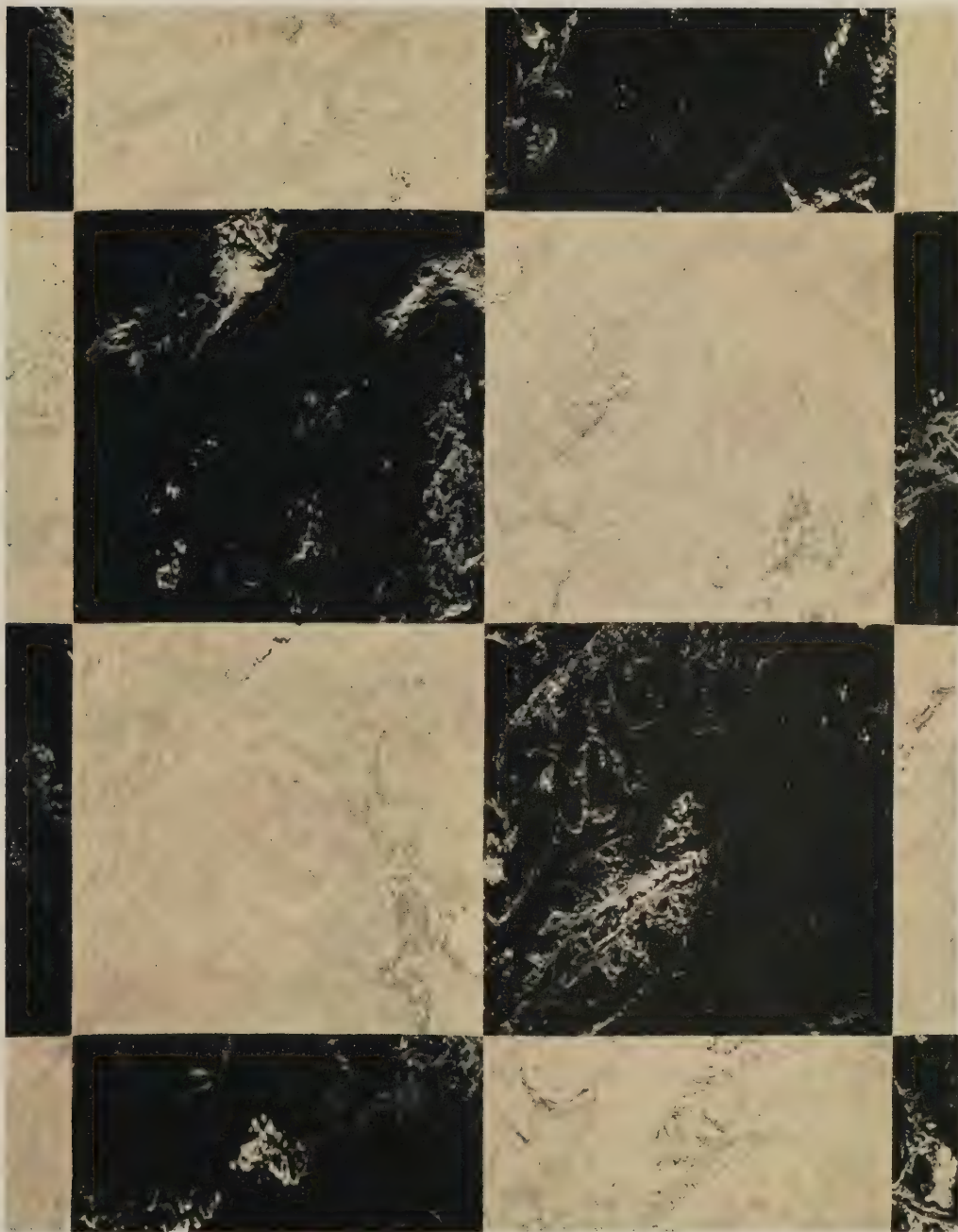
PATTERN — "FOYER"*

Pattern No. 3104—Heavy Gauge

Code: Foyer

Actual size of tiles: 6" x 6".





PATTERN — "DEAUVILLE"*

Pattern No. 3041—Heavy Gauge

Code: Deauville

Actual size of tiles: 9" x 9".



SEALEX LINOLEUM—KARNEAN MARBLED INLAID



PATTERN — "ONYX"*

Pattern No. 3102—Heavy Gauge

Code: Onyx

Actual size of tiles: 6" x 6".





PATTERN — "KOREA"*

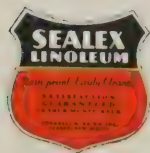
Pattern No. 3103—Heavy Gauge

Code: Korea

Actual size of tiles: 6" x 6".



SEALEX LINOLEUM—KARNEAN MARBLED INLAID



PATTERN — "DUNDALK"*

Pattern No. 3141—Heavy Gauge

Code: Dundalk

Actual size of large green tile: $8\frac{5}{8}" \times 8\frac{5}{8}"$.



PATTERN — "AUTUMN"*

Pattern No. 3143—Heavy Gauge

Code: Autumn

Actual size of large brown tile: $8\frac{5}{8}$ " x $8\frac{5}{8}$ ".



SEALEX LINOLEUM—KARNEAN MARBLED INLAID



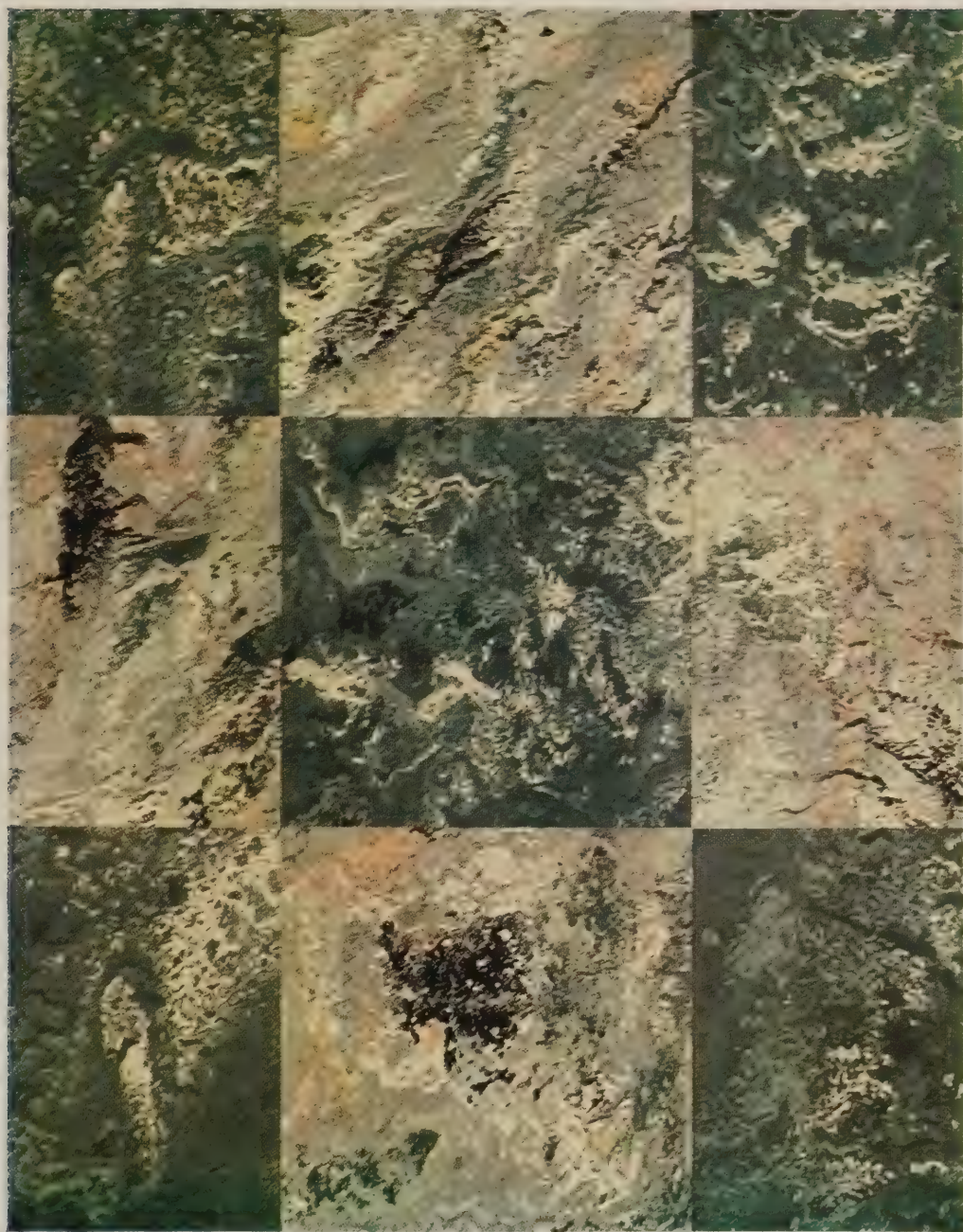
PATTERN — "ELDORADO"*

Pattern No. 3222—Heavy Gauge

Code: Eldorado

Actual size of tiles: 9" x 9".





PATTERN — "ABBEY"*

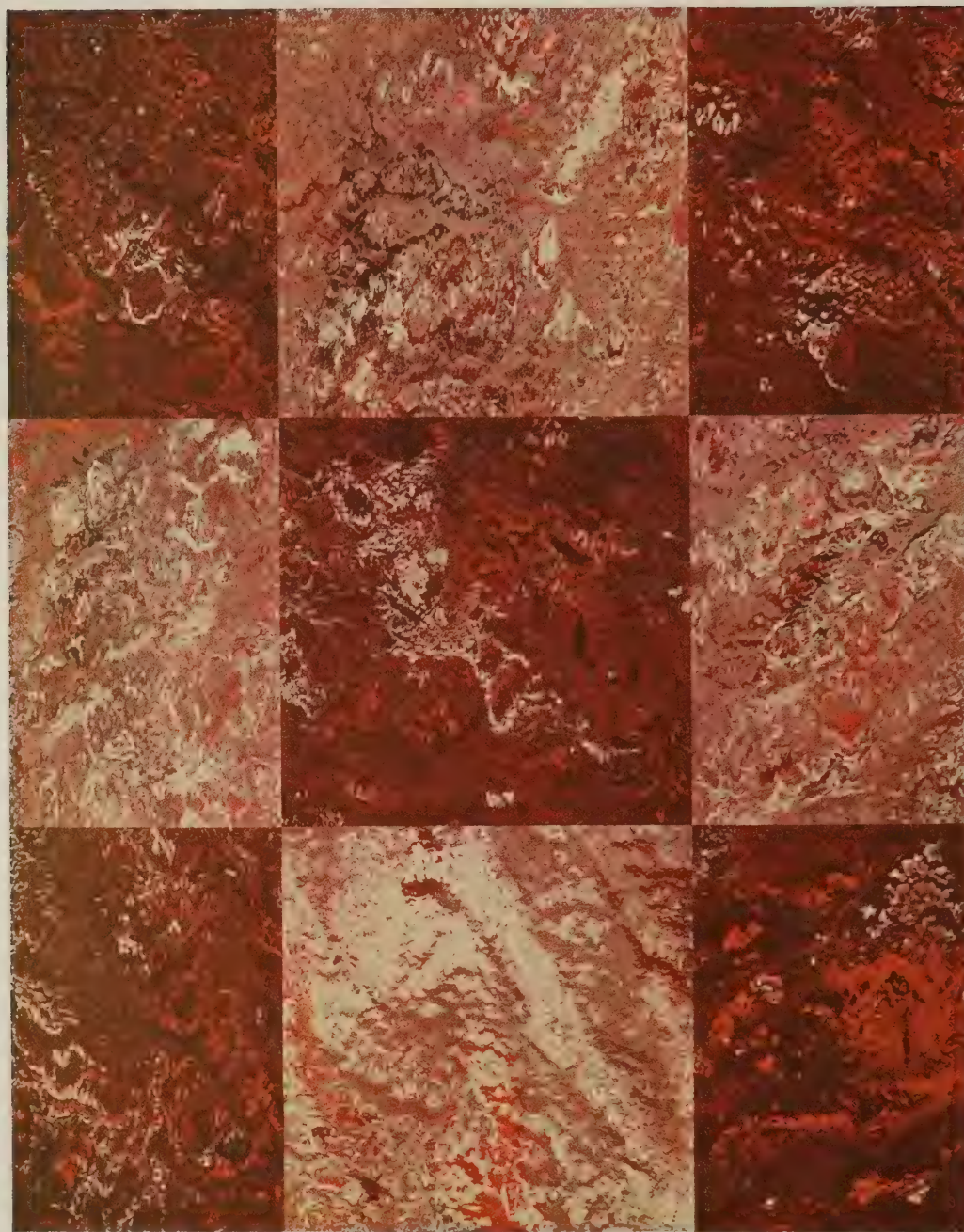
Pattern No. 3255—Heavy Gauge

Code: Abbey

Actual size of tiles: 9" x 9".



SEALEX LINOLEUM—KARNEAN MARBLED INLAID



PATTERN — "CHATEAU"*

Pattern No. 3256—Heavy Gauge

Code: Chateau

Actual size of tiles: 9" x 9".



SEALEX LINOLEUM—KARNEAN MARBLED INLAID



PATTERN — "SENATE"*

Pattern No. 3260—Heavy Gauge

Code: Senate

Illustration $\frac{1}{4}$ scale.



SEALEX LINOLEUM—KARNEAN MARBLED INLAID



PATTERN — "SUNGLOW"*

Pattern No. 3261—Heavy Gauge

Code: Sunglow

Illustration $\frac{1}{4}$ scale.



KARNEAN MARBLED INLAID—MEDIUM GAUGE

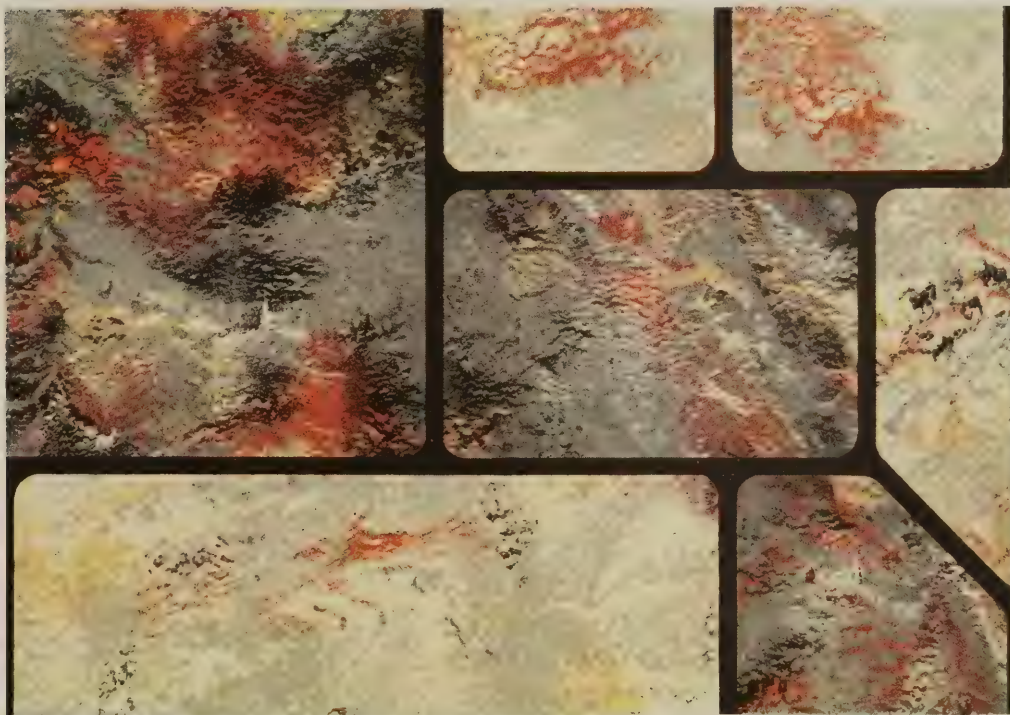
YOU'LL welcome the newcomers in this line—two plaid effects Nos. 6045 and 6046—which strike a new note in linoleum floor-covering!

For your more discriminating residential customers, Karnean Medium is the logical choice, where service requirements do not indicate Heavy Gauge. It satisfies those home owners who want "something better" than the popular Standard Weight line.

Karnean Medium is sufficiently heavy for innumerable commercial installations—such as small restaurants, conference rooms, apartment house lobbies and clubrooms.

The Colonial wood-plank numbers are excellent sellers—especially where the popular "Old English" or "Colonial" type of decoration is used. Wood-plank designs sell readily for homes with Early American furnishings.

NOTE: Actual thickness of Karnean Medium Gauge is .095 inch or 2.40 mm.



PATTERN — "CARLTON"*

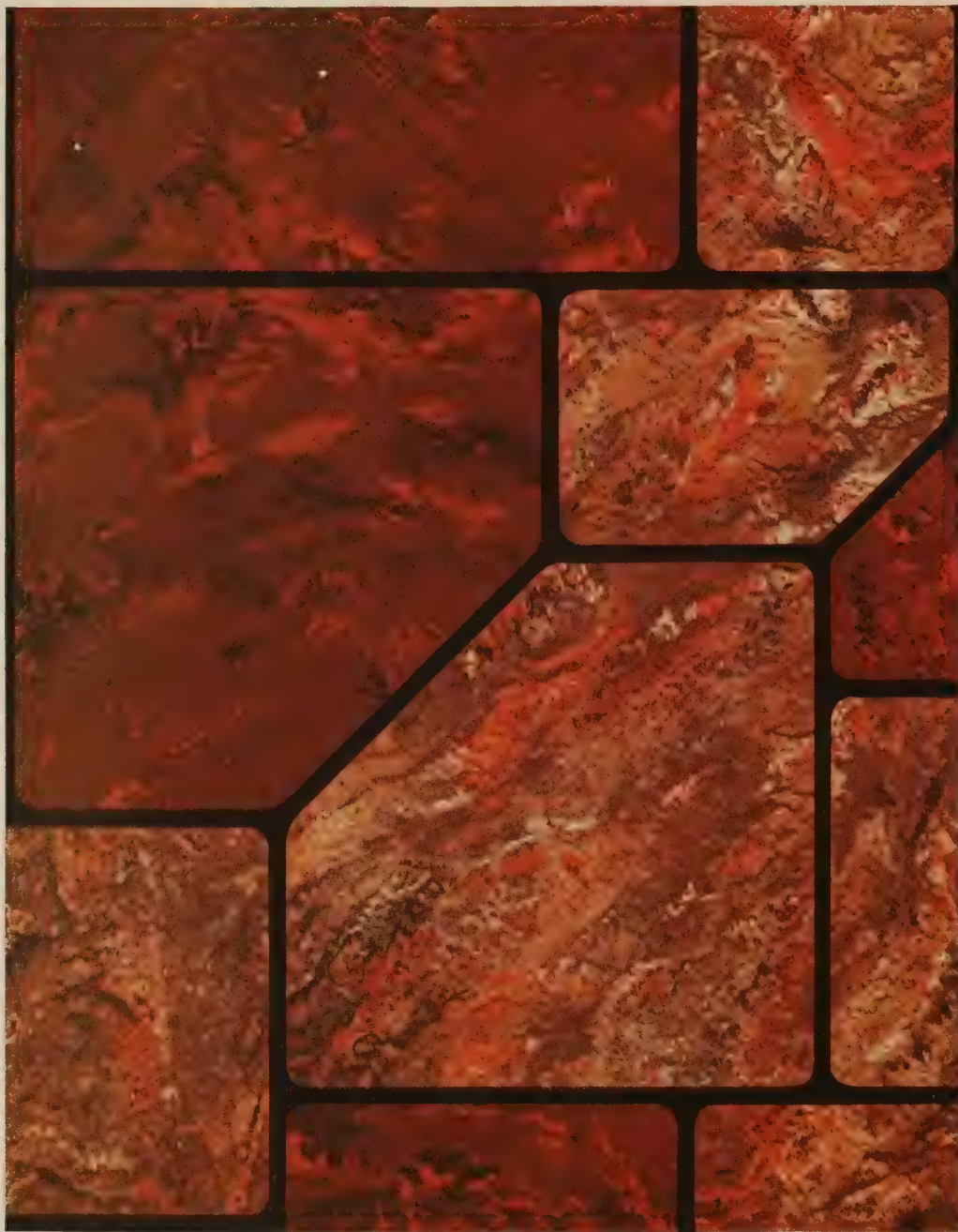
Pattern No. 6005—Medium Gauge

Code: Carlton

Illustration $\frac{1}{4}$ scale.



SEALEX LINOLEUM—KARNEAN MARBLED INLAID



PATTERN — "CHISHOLM"*

Pattern No. 6006—Medium Gauge

Code: Chisholm

Illustration $\frac{1}{4}$ scale.





PATTERN — "CLARIDGE"*

Pattern No. 6007—Medium Gauge

Code: Claridge

Illustration $\frac{1}{4}$ scale.





PATTERN — "STRATFORD"*

Pattern No. 6010—Medium Gauge

Code: Stratford

Actual size of large square tile: $3\frac{1}{8}$ " x $3\frac{1}{8}$ ".



PATTERN — "WELLINGTON"*

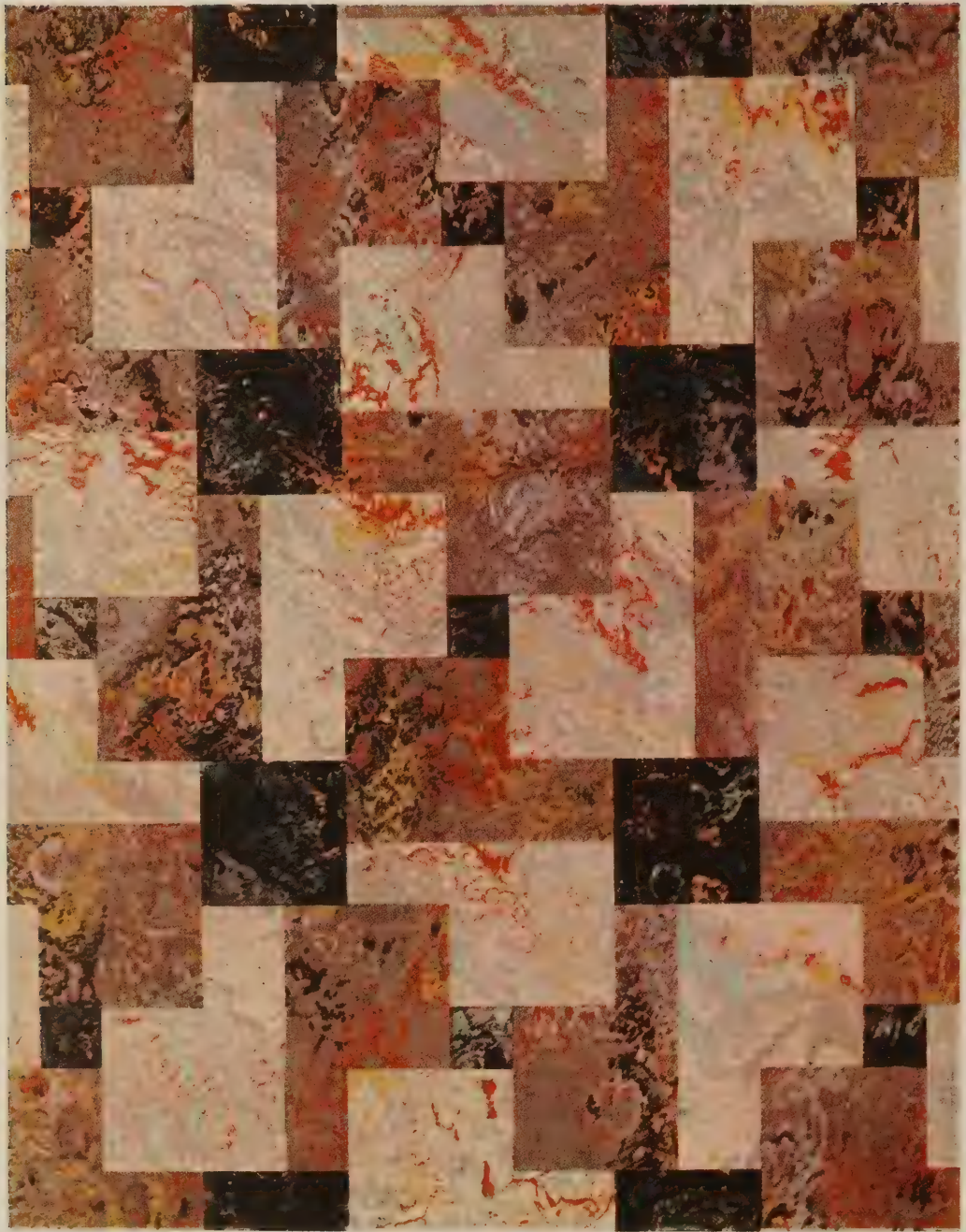
Pattern No. 6011—Medium Gauge

Code: Wellington

Actual size of large square tile: $3\frac{1}{8}$ " x $3\frac{1}{8}$ ".



SEALEX LINOLEUM—KARNEAN MARBLED INLAID



PATTERN — "CUMBERLAND"*

Pattern No. 6013—Medium Gauge

Code: Cumberland

Actual size of large square tile: $3\frac{1}{8}$ " x $3\frac{1}{8}$ ".



SEALEX LINOLEUM—COLONIAL PLANK INLAID



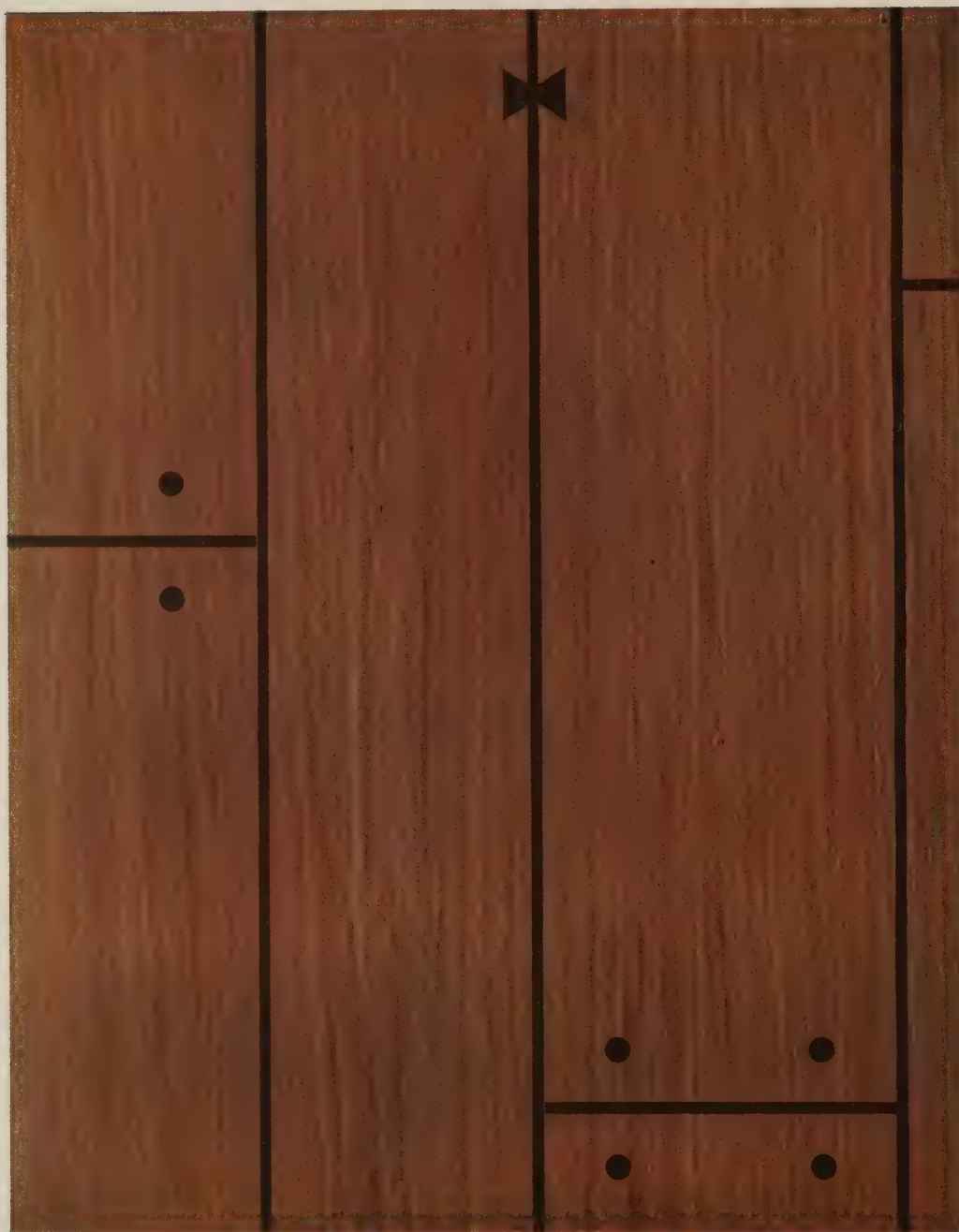
PATTERN — "REVERE"

Pattern No. 6015—Medium Gauge

Code: Revere

Actual width of large plank: $9\frac{3}{4}$ ".



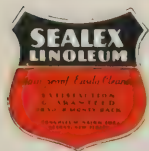


PATTERN — "POTOMAC"

Pattern No. 6016—Medium Gauge

Code: Potomac

Actual width of widest plank shown: $7\frac{3}{4}$ ".





PATTERN — "LIVERPOOL"*

Pattern No. 6035—Medium Gauge

Code: Liverpool

Illustration $\frac{1}{4}$ scale.



SEALEX LINOLEUM—KARNEAN MARBLED INLAID



PATTERN — "DORCHESTER"*

Pattern No. 6036—Medium Gauge

Code: Dorchester

Illustration $\frac{1}{4}$ scale.





PATTERN — "EDINBURGH"*

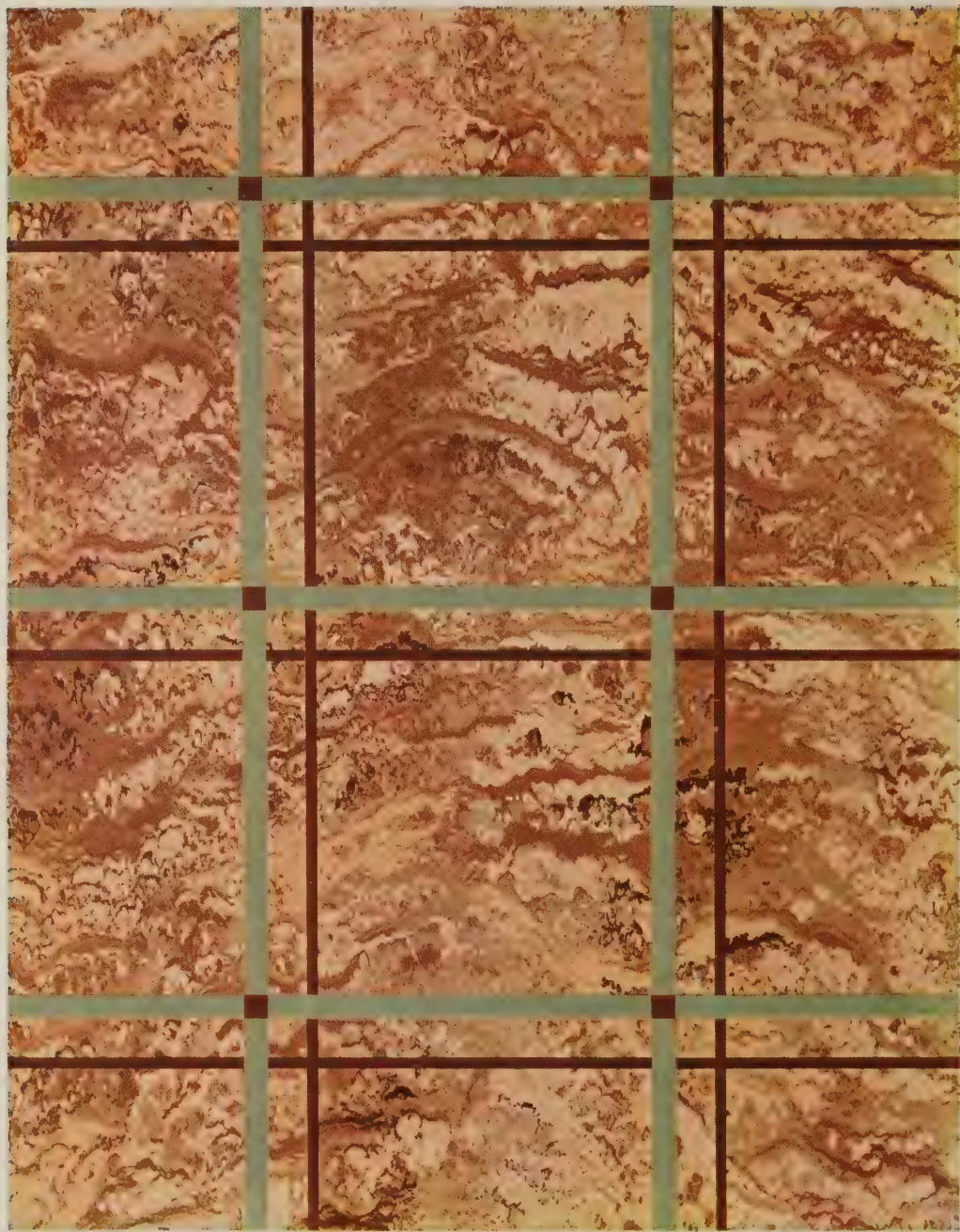
Pattern No. 6045—Medium Gauge

Code: Edinburgh

Actual size of tile: 9" x 9".



SEALEX LINOLEUM—KARNEAN MARBLED INLAID



PATTERN — "HIGHLANDER"*

Pattern No. 6046—Medium Gauge

Code: Highlander

Actual size of tile: 9" x 9".





PATTERN — "CADIZ"*

Pattern No. 3523—Medium Gauge

Code: Cadiz

Illustration $\frac{1}{4}$ scale.



PATTERN — "TOLEDO"*

Pattern No. 3524—Medium Gauge

Code: Toledo

Illustration $\frac{1}{4}$ scale.



SEALEX LINOLEUM—EMBOSSED INLAID



PATTERN — "HERALDIC"*

Pattern No. 3530—Medium Gauge

Code: Heraldic

Illustration $\frac{1}{4}$ scale.



PATTERN — "THAMES"*

Pattern No. 3531—Medium Gauge

Code: Thames

Illustration $\frac{1}{4}$ scale.



ADHESIVE SEALEX LINOLEUM

WINS INSTANTANEOUS NATION-WIDE APPROVAL OF MERCHANTS AND CONSUMERS

IMPRESSIVE sales records are reported from coast to coast on this revolutionary new inlaid linoleum. Why? Because the product has superior merchandising advantages and dealers, realizing this, have supported it with attractive displays in windows and departments—with their own local advertising—with intelligent floor-selling!

Adhesive Sealex Linoleum was perfected before it was released to the trade and introduced to the public. Over seven years of experimentation—hundreds of rigid service tests lay behind it.

But most important of all—this new linoleum fills a long felt want.

HOME OWNERS WANT a genuine inlaid linoleum that costs less installed. They also want a linoleum that will reduce the time a room is out of service and that will eliminate the nuisance of a messy paste job.

MERCHANTS WANT a linoleum that will turn shoppers into buyers and will build a profit in their linoleum department.

ADHESIVE SEALEX LINOLEUM DOES ALL THIS—AND MORE!

THE FOLLOWING STANDARD GAUGE
PATTERNS ARE ALSO AVAILABLE
WITHOUT THE ADHESIVE BACK

7303	7372	7387	7411
7307	7376	7388	7422
7322	7377	7391	7425
7330	7378	7394	7432
7331	7379	7395	7436
7359	7380	7405	7438
7368	7386	7406	7460



ADHESIVE SEALEX LINOLEUM

Adhesive Sealex Linoleum costs the consumer less, yet gives dealers a fine margin of profit. It takes far less time to lay. Two or three hours are enough for a skilled workman to complete the average sized installation where the underlying floor is in good condition, dry and above grade. And the home owner need not wait for the floor "to set." The room is ready for use the minute the workman leaves!

What's more, an Adhesive Sealex installation is actually stronger and longer-wearing, since the absolutely even distribution of the factory-applied adhesive makes every square inch of the linoleum grip the floor tightly.

Layers get more work. For, although the time it takes to do each job is less, increased sales bring them more installations than they have had in years!

Finally, the wide range of smartly styled, colorful patterns, comprising Standard Gauge Veltones and Karnean Marbled Inlaids gives retailers an unbeatable line to sell, from the standpoint of style and beauty.

Taken altogether, Adhesive Sealex Linoleum offers you a lower installed price to the consumer, quicker laying, a stronger installation, no muss, no fuss and the floor is ready for use the minute it is laid. The lovely patterns are irresistibly smart.

And, remember that Adhesive Sealex Linoleum is a patented* and exclusive product of Congoleum-Nairn Inc.

SEALEX LINOLEUMS—WITHOUT ADHESIVE

The factory-applied adhesive is available on Standard Gauge Sealex Linoleums and Treadlite Inlaids only. A range of Standard Gauge patterns is also made without adhesive, and all other weights in Sealex Inlaid Linoleums, Battleships, Jaspés and Plain Linoleums are manufactured as heretofore without adhesive on the back.

*Patent No. 1,970,503

VELTONES—STANDARD GAUGE

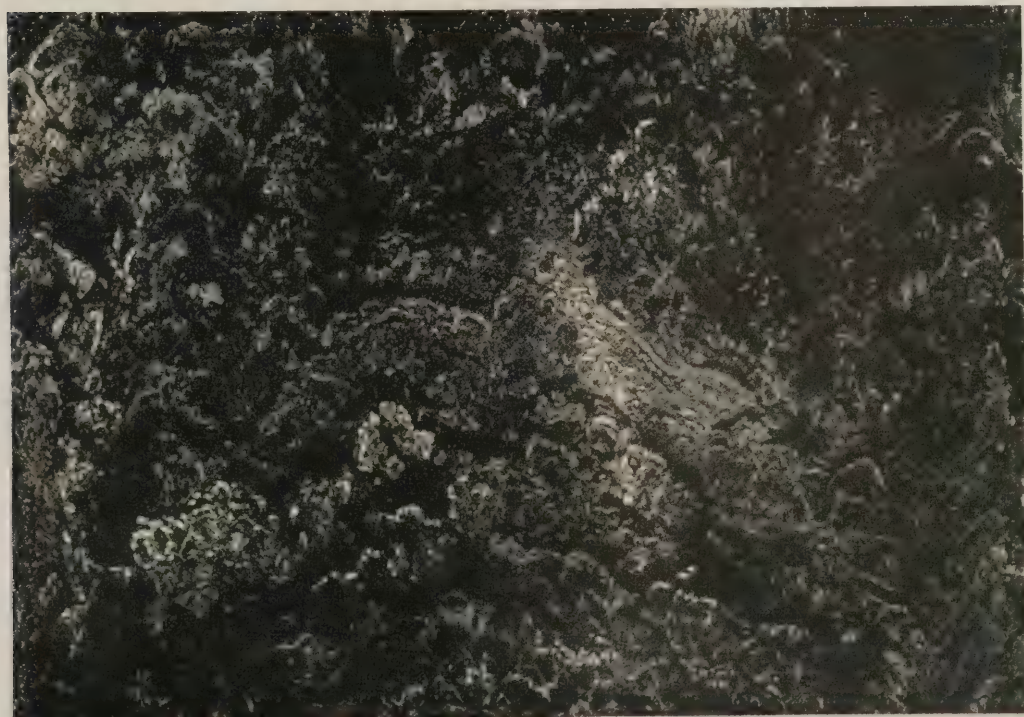
BECAUSE of the increasing popularity of this line, especially for home installations, since Veltone patterns are suitable for practically any room, the complete line of Standard Weight Veltones is now available with the revolutionary, new factory-applied adhesive on the back of the goods.

There are five new numbers. Two new colorings—Grey Mexican Onyx and a rich Beige and Jade combination will be found on pages 63 and 64.

Special attention is directed to the three "monochromatic" designs on pages 59, 60 and 61. These introduce a new and more subtle type of marbleizing to the Veltone line. They were selected by America's leading decorators to supply an entirely new decorative effect.

All patterns are also made without adhesive on the back, as indicated on pattern pages. See instructions for laying Adhesive Sealex Linoleum on pages 116 and 117.

NOTE: Actual thickness of the Standard Gauge is .075 inch or 1.91 mm.



Patent 1,970,503

PATTERN — "VULCAN"*

Pattern No. A7359—Standard Gauge, Adhesive

Code: Adfriar

This pattern is also available without the Adhesive on the back.

Pattern No. 7359—Standard Gauge, Without Adhesive

Code: Friar

Illustration 1/4 scale.





Patent 1,970,503

PATTERN — "CIRCASSIAN"*

Pattern No. A7368—Standard Gauge, Adhesive

Code: Adcard

This pattern is also available without the Adhesive on the back.

Pattern No. 7368—Standard Gauge, Without Adhesive

Code: Circard

Illustration $\frac{1}{4}$ scale.





Patent 1,970,503

PATTERN — "EVERGREEN"*

Pattern No. A7372—Standard Gauge, Adhesive

Code: Adeverdard

This pattern is also available without the Adhesive on the back.

Pattern No. 7372—Standard Gauge, Without Adhesive

Code: Everdard

Illustration $\frac{1}{4}$ scale.





Patent 1,970,503

PATTERN — "MAHOGANY RED"*

Pattern No. A7376—Standard Gauge, Adhesive Code: Admahogany

This pattern is also available without the Adhesive on the back.

Pattern No. 7376—Standard Gauge, Without Adhesive Code: Gandard

Illustration 1/4 scale.





Patent 1,970,503

PATTERN — "DELFT BLUE"*

Pattern No. A7377—Standard Gauge, Adhesive

Code: Addel

This pattern is also available without the Adhesive on the back.

Pattern No. 7377—Standard Gauge, Without Adhesive

Code: Del

Illustration 1/4 scale.



ADHESIVE SEALEX LINOLEUM—VELTONE MARBLE



Patent 1,970,503

PATTERN — "SIENNA"*

Pattern No. A7378—Standard Gauge, Adhesive

Code: Siennard

This pattern is also available without the Adhesive on the back.

Pattern No. 7378—Standard Gauge, Without Adhesive

Code: Sienndry

Illustration 1/4 scale.





Patent 1,970,503

PATTERN — "SEA GREEN"*

Pattern No. A7379—Standard Gauge, Adhesive

Code: Seagrard

This pattern is also available without the Adhesive on the back.

Pattern No. 7379—Standard Gauge, Without Adhesive

Code: Seadry

Illustration $\frac{1}{4}$ scale.





Patent 1,970,503

PATTERN — "RUTLAND"*

Pattern No. A7380—Standard Gauge, Adhesive

Code: Adrutlard

This pattern is also available without the Adhesive on the back.

Pattern No. 7380—Standard Gauge, Without Adhesive

Code: Rutdry

Illustration $\frac{1}{4}$ scale.





Patent 1,970,503

PATTERN — "SAGE"*

Pattern No. A7386—Standard Gauge, Adhesive

Code: Adsage

This pattern is also available without the Adhesive on the back.

Pattern No. 7386—Standard Gauge, Without Adhesive

Code: Sage

Illustration 1/4 scale.





PATTERN — "COTTA"*

Patent 1,970,503

Pattern No. A7387—Standard Gauge, Adhesive

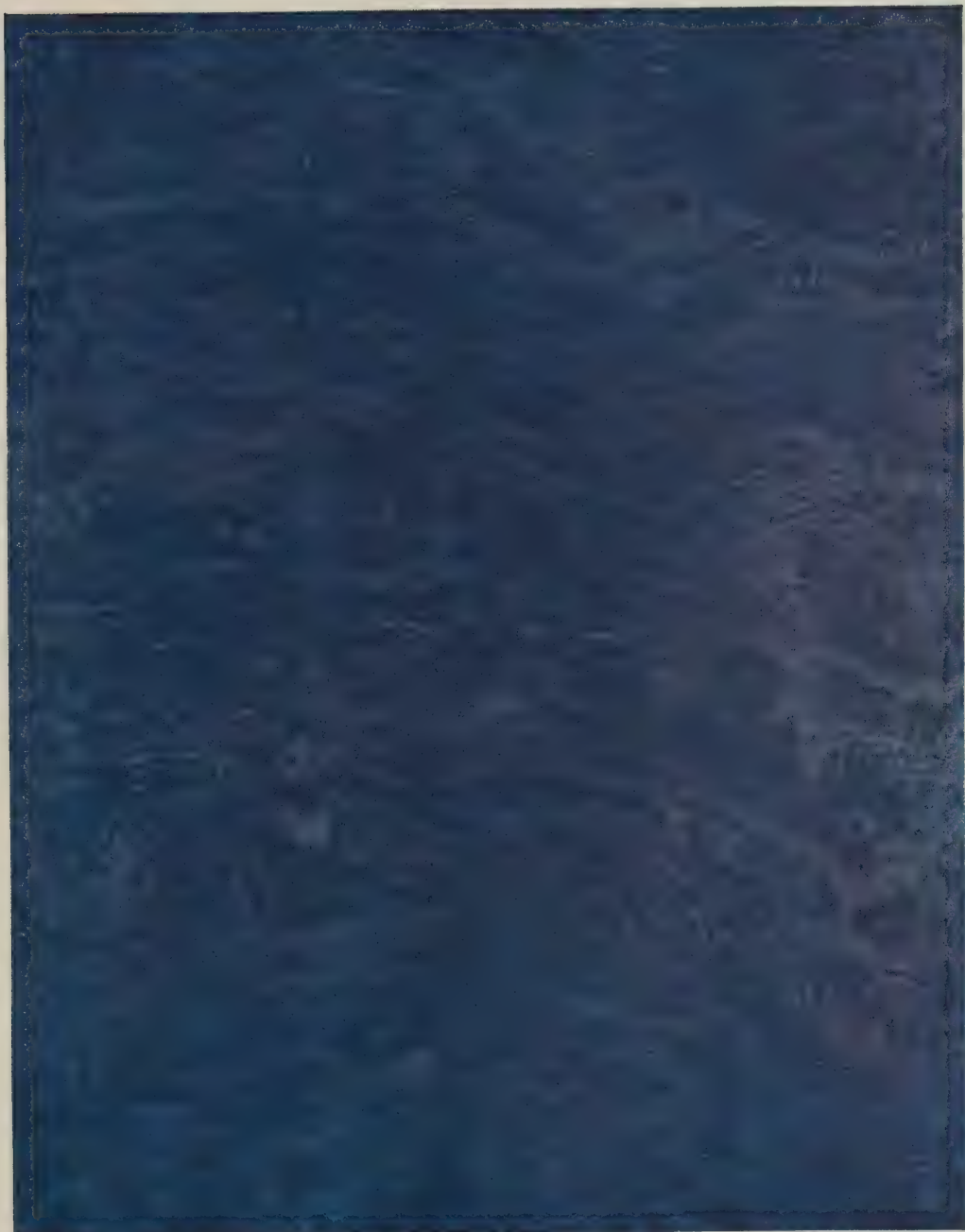
Code: Adcotta

This pattern is also available without the Adhesive on the back.

Pattern No. 7387—Standard Gauge, Without Adhesive

Code: Cotta

Illustration $\frac{1}{4}$ scale.



Patent 1,970,503

PATTERN — "NITE"*

Pattern No. A7388—Standard Gauge, Adhesive

Code: Adnite

This pattern is also available without the Adhesive on the back.

Pattern No. 7388—Standard Gauge, Without Adhesive

Code: Nite

Illustration $\frac{1}{4}$ scale.





Patent 1,970,503

PATTERN — "TURIN"*

Pattern No. A7391—Standard Gauge, Adhesive

Code: Adturin

This pattern is also available without the Adhesive on the back.

Pattern No. 7391—Standard Gauge, Without Adhesive

Code: Turin

Illustration $\frac{1}{4}$ scale.





Patent 1,970,503

PATTERN — "KENYON"*

Pattern No. A7394—Standard Gauge, Adhesive

Code: Adkenyon

This pattern is also available without the Adhesive on the back.

Pattern No. 7394—Standard Gauge, Without Adhesive

Code: Kenyon

Illustration $\frac{1}{4}$ scale.





Patent 1,970,503

PATTERN — "HAMPTON"*

Pattern No. A7395—Standard Gauge, Adhesive

Code: Adhampton

This pattern is also available without the Adhesive on the back.

Pattern No. 7395—Standard Gauge, Without Adhesive

Code: Hampton

Illustration $\frac{1}{4}$ scale.





ENSEMBLE SELLING THE NEW WAY TO LINOLEUM PROFITS !

Ensemble Selling of linoleum, introduced by Congoleum-Nairn Inc., is here to stay. Leading stores throughout the country have found it a sure, all year round sales-builder for Sealex Linoleum!

Ensemble Selling spotlights style instead of price. Sells beauty instead of bargains. Brings mark-ups instead of mark-downs. In short, assures substantial linoleum profits. And 1936 offers you an even more profitable use of this modern selling aid, when Ensemble Displays are devoted to the new and popular Adhesive Sealex Linoleum!

Ensemble Displays are simple to build. They require only a twelve foot length of Sealex Linoleum, two metal horses (obtainable from your Sealex wholesaler) and such accessories as you see illustrated above. Why not avail yourself of this proven selling method throughout every month of 1936?



This photograph shows an actual installation of Adhesive Sealex Linoleum, in pattern No. A7450, laid in the new, fast, economical way made possible by the factory-applied adhesive on the back. Note how smartly the green border sets off the design! Contrasting borders give the customer a smarter floor and the store a higher unit of sale.

KARNEAN MARBLED INLAID—STANDARD GAUGE

THIRTEEN new patterns in Standard Gauge Karnean Inlaid strengthen this volume line.

With the many smartly-styled new patterns and the factory-applied adhesive on the back, they offer you an unparalleled opportunity to get out ahead of competition—to take a larger share than ever before of the big middle class market! There is a total of thirty striking patterns this year. Fourteen of these are available both with and without the adhesive on the back. The remaining sixteen come exclusively with adhesive.

In the new numbers, the marbleizing is richer. The patterns include the very newest high-lighted, "shadow" tiles and scatter tiles; also new textured effects in the popular greys, greens and tans.

Instructions for laying Adhesive Sealex Linoleum will be found on pages 116 and 117.

NOTE: Actual thickness of Karnean Standard Gauge is .075 inch or 1.91 mm.



Patent 1,970,503

PATTERN — "NASSAU"*

Pattern No. A7303—Standard Gauge, Adhesive

Code: Adnassau

This pattern is also available without the Adhesive on the back.

Pattern No. 7303—Standard Gauge, Without Adhesive

Code: Nassau

Actual size of tiles: $4\frac{1}{2}$ " x $4\frac{1}{2}$ ".





PATTERN — "STUYVESANT"*

Patent 1,970,503

Pattern No. A7307—Standard Gauge, Adhesive

Code: Stuyvesant

This pattern is also available without the Adhesive on the back.

Pattern No. 7307—Standard Gauge, Without Adhesive

Code: Stuy

Actual size of tiles: $4\frac{1}{2}$ " x $4\frac{1}{2}$ ".



Patent 1,970,503

PATTERN — "MARMORA"*

Pattern No. A7322—Standard Gauge, Adhesive

Code: Admarmora

This pattern is also available without the Adhesive on the back.

Pattern No. 7322—Standard Gauge, Without Adhesive

Code: Marmora

Actual size of large tile: 6" x 6".





PATTERN — "HAMPSHIRE"*

Patent 1,970,503

Pattern No. A7330—Standard Gauge, Adhesive

Code: Adhampshire

This pattern is also available without the Adhesive on the back.

Pattern No. 7330—Standard Gauge, Without Adhesive Code: Hampshire

Actual size of tiles: 9" x 9".



ADHESIVE SEALEX LINOLEUM—KARNEAN MARBLED INLAID



Patent 1,970,503

PATTERN — "CHAMPLAIN"*

Pattern No. A7331—Standard Gauge, Adhesive Code: Adchamplain

This pattern is also available without the Adhesive on the back.

Pattern No. 7331—Standard Gauge, Without Adhesive Code: Champlain

Actual size of tiles: 9" x 9".



ADHESIVE SEALEX LINOLEUM—KARNEAN MARBLED INLAID



Patent 1,970,503

PATTERN — "LONDON"*

Pattern No. A7405—Standard Gauge, Adhesive

Code: Adlondon

This pattern is also available without the Adhesive on the back.

Pattern No. 7405—Standard Gauge, Without Adhesive

Code: London

Actual size of largest tile: $2\frac{3}{4}$ " x $2\frac{3}{4}$ ".



ADHESIVE SEALEX LINOLEUM—KARNEAN MARBLED INLAID



Patent 1,970,503

PATTERN — "CLYDE"*

Pattern No. A7406—Standard Gauge, Adhesive

Code: Clyde

This pattern is also available without the Adhesive on the back.

Pattern No. 7406—Standard Gauge, Without Adhesive

Code: Cly

Actual size of largest tile: $2\frac{3}{4}$ " x $2\frac{3}{4}$ ".





PATTERN — "CLIVE"*

Patent 1,970,503

Pattern No. A7407—Standard Gauge, Adhesive

Code: Clive

Actual size of largest tile: $2\frac{3}{4}$ " x $2\frac{3}{4}$ ".



ADHESIVE SEALEX LINOLEUM—KARNEAN MARBLED INLAID



Patent 1,970,503

PATTERN — "CLAREMONT"*

Pattern No. A7408—Standard Gauge, Adhesive

Code: Claremont

Actual size of largest tile: $2\frac{3}{4}$ " x $2\frac{3}{4}$ ".



ADHESIVE SEALEX LINOLEUM—KARNEAN MARBLED INLAID



Patent 1,970,503

PATTERN — "BERKELEY"*

Pattern No. A7411—Standard Gauge, Adhesive

Code: Adberkeley

This pattern is also available without the Adhesive on the back.

Pattern No. 7411—Standard Gauge, Without Adhesive

Code: Berkeley

Actual size of tiles: 6" x 6".





Patent 1,970,503

PATTERN — "CROWN"*

Pattern No. A7422—Standard Gauge, Adhesive

Code: Adcrown

This pattern is also available without the Adhesive on the back.

Pattern No. 7422—Standard Gauge, Without Adhesive

Code: Crown

Illustration $\frac{1}{4}$ scale.





PATTERN — "HEMPSTEAD"*

Patent 1,970,503

Pattern No. A7425—Standard Gauge, Adhesive Code: Adhempstead

This pattern is also available without the Adhesive on the back.

Pattern No. 7425—Standard Gauge, Without Adhesive Code: Hempstead

Illustration $\frac{1}{4}$ scale.



Patent 1,970,503

PATTERN — "SANDSTONE"*

Pattern No. A7426—Standard Gauge, Adhesive

Code: Adsandstone

Illustration $\frac{1}{4}$ scale.



ADHESIVE SEALEX LINOLEUM—KARNEAN MARBLED INLAID



PATTERN — "IMPERIAL"*

Patent 1,970,503

Pattern No. A7430—Standard Gauge, Adhesive

Code: Imperial

Actual size of square tiles: 3" x 3".



ADHESIVE SEALEX LINOLEUM—KARNEAN MARBLED INLAID



Patent 1,970,503

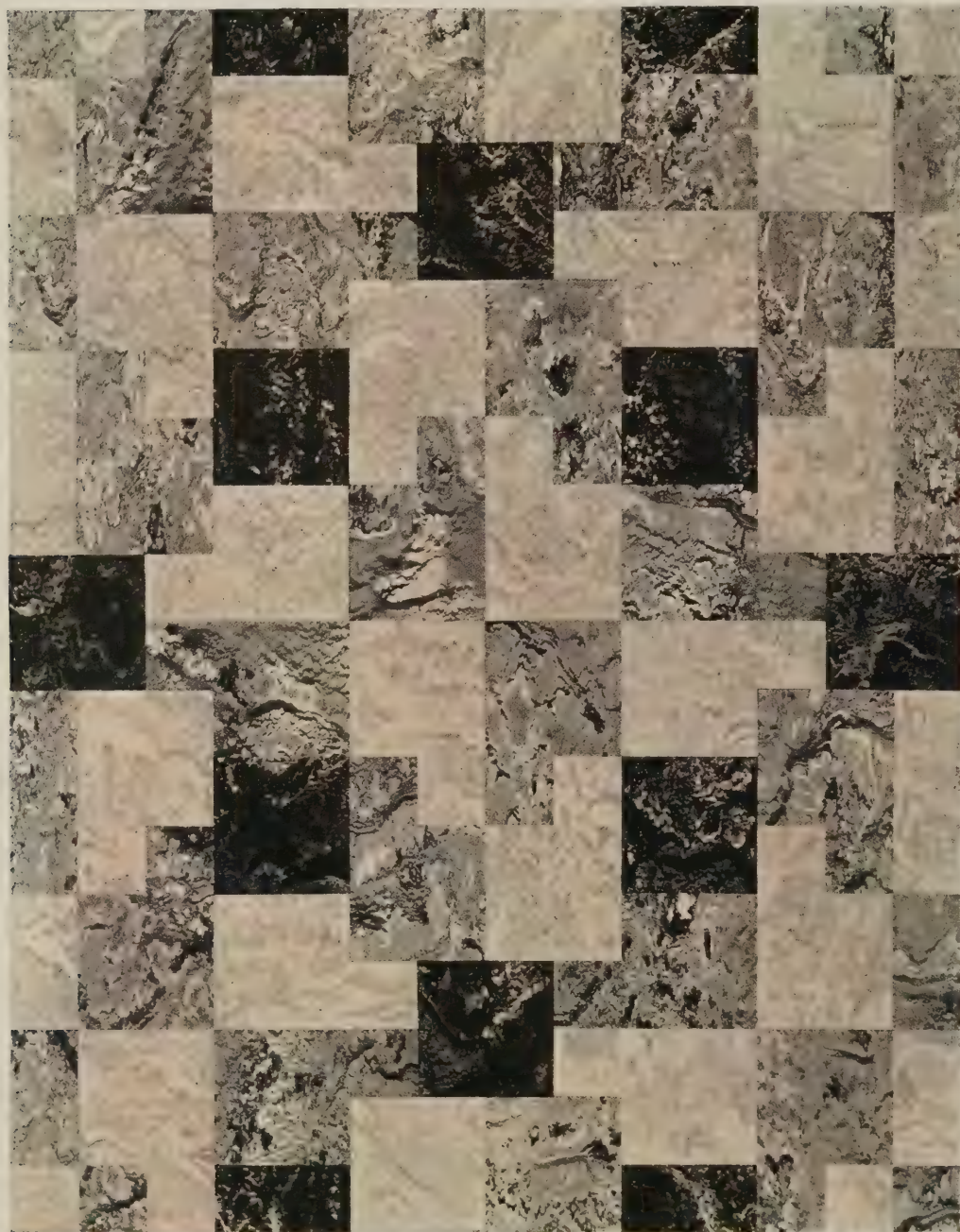
PATTERN — "NEWPORT"*

Pattern No. A7431—Standard Gauge, Adhesive

Code: Newport

Actual size of square tiles: 3" x 3".





Patent 1,970,503

PATTERN — "PALERMO"*

Pattern No. A7432—Standard Gauge, Adhesive

Code: Palermo

This pattern is also available without the Adhesive on the back.

Pattern No. 7432—Standard Gauge, Without Adhesive

Code: Paler

Actual size of square tiles: 3" x 3".



ADHESIVE SEALEX LINOLEUM—KARNEAN MARBLED INLAID



Patent 1,970,503

PATTERN — "KENWOOD"*

Pattern No. A7436—Standard Gauge, Adhesive

Code: Kenwood

This pattern is also available without the Adhesive on the back.

Pattern No. 7436—Standard Gauge, Without Adhesive

Code: Ken

Actual size of small tiles: $1\frac{1}{2}$ " x $1\frac{1}{2}$ ".



ADHESIVE SEALEX LINOLEUM—KARNEAN MARBLED INLAID



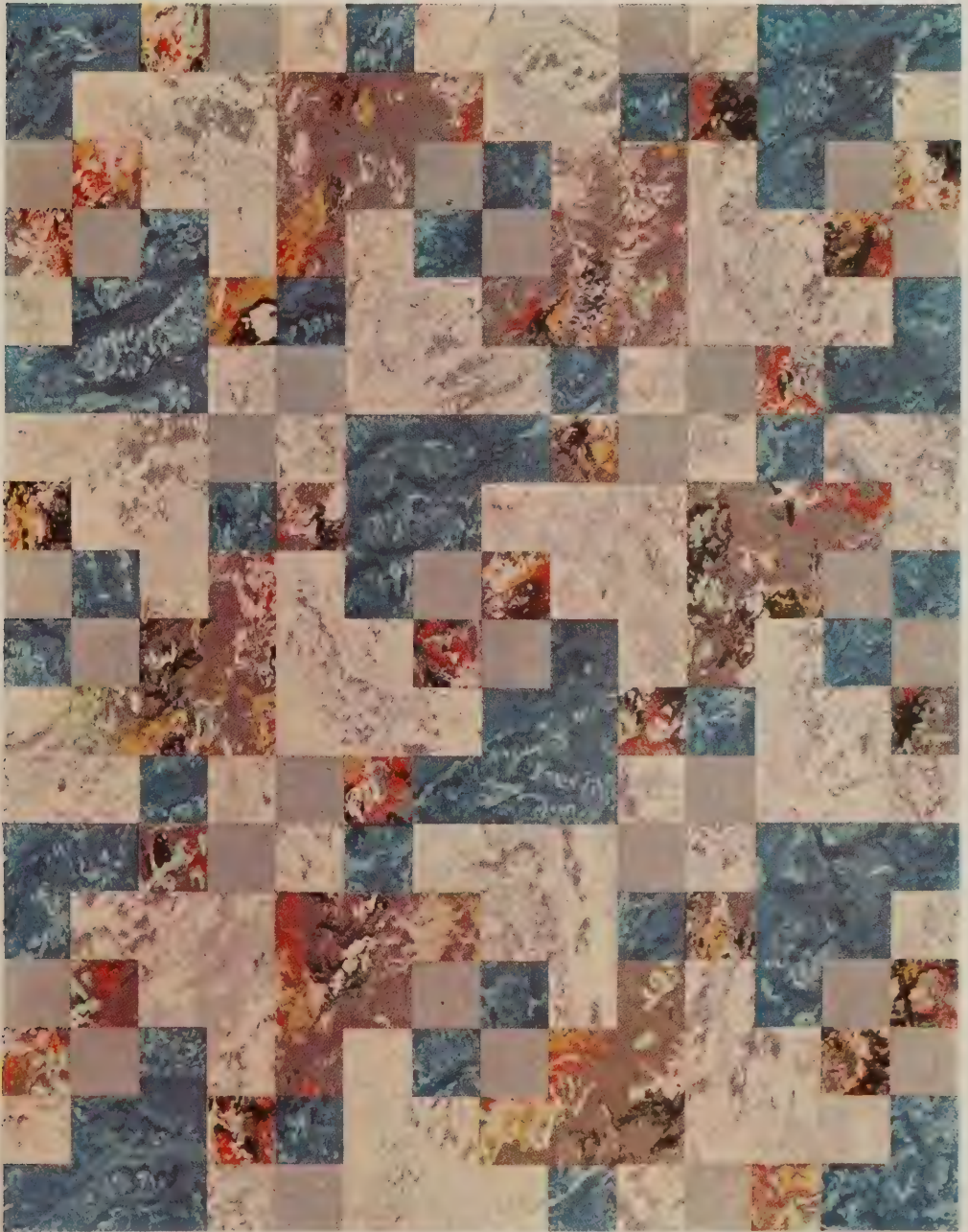
PATTERN — "LYRIC"*

Patent 1,970,503

Pattern No. A7437—Standard Gauge, Adhesive

Code: Lyric

Actual size of small tiles: $1\frac{1}{2}$ " x $1\frac{1}{2}$ ".



Patent 1,970,503

PATTERN — "PENTHOUSE"*

Pattern No. A7438—Standard Gauge, Adhesive

Code: Penthouse

This pattern is also available without the Adhesive on the back.

Pattern No. 7438—Standard Gauge, Without Adhesive

Code: House

Actual size of small tiles: $1\frac{1}{2}$ " x $1\frac{1}{2}$ ".





PATTERN — "PATIO"*

Patent 1,970,503

Pattern No. A7440—Standard Gauge, Adhesive

Code: Adpatio

Actual size of largest square tile: 3" x 3".





Patent 1,970,503

PATTERN — "MISSION"*

Pattern No. A7441—Standard Gauge, Adhesive

Code: Admission

Actual size of largest square tile: 3" x 3".





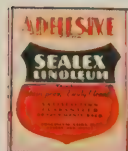
Patent 1,970,503

PATTERN — "MOONGLOW"*

Pattern No. A7442—Standard Gauge, Adhesive

Code: Admoonglow

Actual size of largest square tile: 3" x 3".





Patent 1,970,503

PATTERN — "CLOISTER"*

Pattern No. A7443—Standard Gauge, Adhesive

Code: Adcloister

Actual size of largest square tile: 3" x 3".





PATTERN — "TROPIC"*

Patent 1,970,503

Pattern No. A7450—Standard Gauge, Adhesive

Code: Adtropic

Illustration $\frac{1}{4}$ scale.



ADHESIVE SEALEX LINOLEUM—KARNEAN MARBLED INLAID



Patent 1,970,503

PATTERN — "RANDOM"*

Pattern No. A7451—Standard Gauge, Adhesive

Code: Adrandom

Illustration $\frac{1}{4}$ scale.





PATTERN — "REFLECTION"*

Patent 1,970,503

Pattern No. A7452—Standard Gauge, Adhesive

Code: Adreflection

Illustration $\frac{1}{4}$ scale.





Patent 1,970,503

PATTERN — "PUEBLO"*

Pattern No. A7455—Standard Gauge, Adhesive

Code: Adpueblo

Illustration $\frac{1}{4}$ scale.





PATTERN — "GAYLORD"*

Patent 1,970,503

Pattern No. A7456—Standard Gauge, Adhesive

Code: Adgaylord

Illustration $\frac{1}{4}$ scale.





Patent 1,970,503

PATTERN — "VERDE"*

Pattern No. A7457—Standard Gauge, Adhesive

Code: Adverde

Illustration $\frac{1}{4}$ scale.





Patent 1,970,503

PATTERN — "ROMAN"*

Pattern No. A7460—Standard Gauge, Adhesive

Code: Adroman

This pattern is also available without the Adhesive on the back.

Pattern No. 7460—Standard Gauge, Without Adhesive

Code: Roman

Actual size of tiles: 6" x 6".



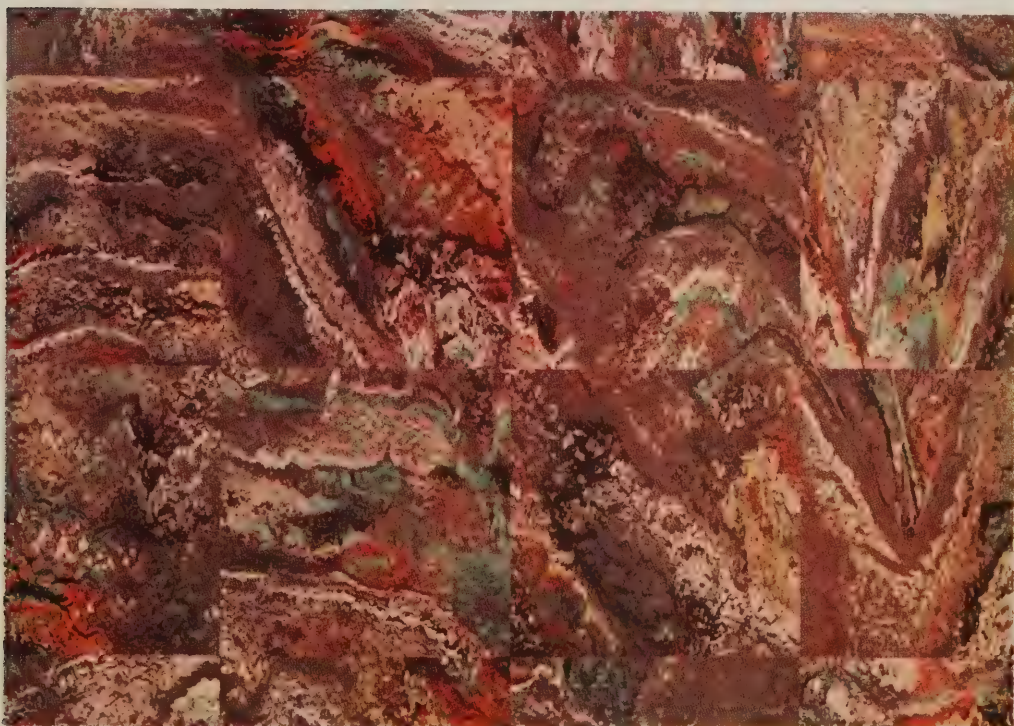
TREADLITE INLAID*

THIS new adhesive product designed for the dealer to tap a wider market for genuine inlaids, has proved eminently successful. The designs are built up on a water-proofed and highly pliable felt back.

There are eight new patterns in the line. Two of these are marbled designs: one in jade and the other tawny heather, with high-lights of light red. Three are colorful plaids with marbled grounds. And there are three small, geometric tiles in plain colors—a blue, a green and a red, respectively, with contrasting ivory grounds.

Every pattern in the line gives you the profit making, time-and-money-saving advantages of the factory-applied adhesive on the back of the goods!

See instructions for laying Treadlite Inlaid on pages 116 and 117.



*Patent 1,970,503

PATTERN — "DAVIS"*

Pattern No. 9005

Actual size of tiles: 6" x 6".

Code: Addavis



TREADLITE INLAID



Patent 1,970,503

PATTERN — "AMSTERDAM"*

Pattern No. 9006

Actual size of tiles: 6" x 6".

Code: Amsterdam



TREADLITE INLAID



Patent 1,970,503

Pattern No. 9010

PATTERN — "DACTILE"*

Actual size of tiles: $4\frac{1}{2}$ " x $4\frac{1}{2}$ ".

Code: Dactile



TREADLITE INLAID



Patent 1,970,503

PATTERN — "REMBRANDT"*

Pattern No. 9011

Actual size of tiles: $4\frac{1}{2}$ " x $4\frac{1}{2}$ ".

Code: Rembrandt



TREADLITE INLAID



Patent 1,970,503

PATTERN — "WHITNEY"*

Pattern No. 9015

Size of largest tile: $2\frac{3}{4}$ " x $2\frac{3}{4}$ ".

Code: Whitney



TREADLITE INLAID



Patent 1,970,503

PATTERN — "WALTHAM"*

Pattern No. 9016

Size of largest tile: $2\frac{3}{4}$ " x $2\frac{3}{4}$ ".

Code: Waltham



TREADLITE INLAID



Patent 1,970,503

PATTERN — "HAWLEY"*

Pattern No. 9020

Size of red rectangular tiles: $1\frac{3}{4}$ " x $2\frac{3}{4}$ ".

Code: Hawley



TREADLITE INLAID



Patent 1,970,503

PATTERN — "EMPIRE"*

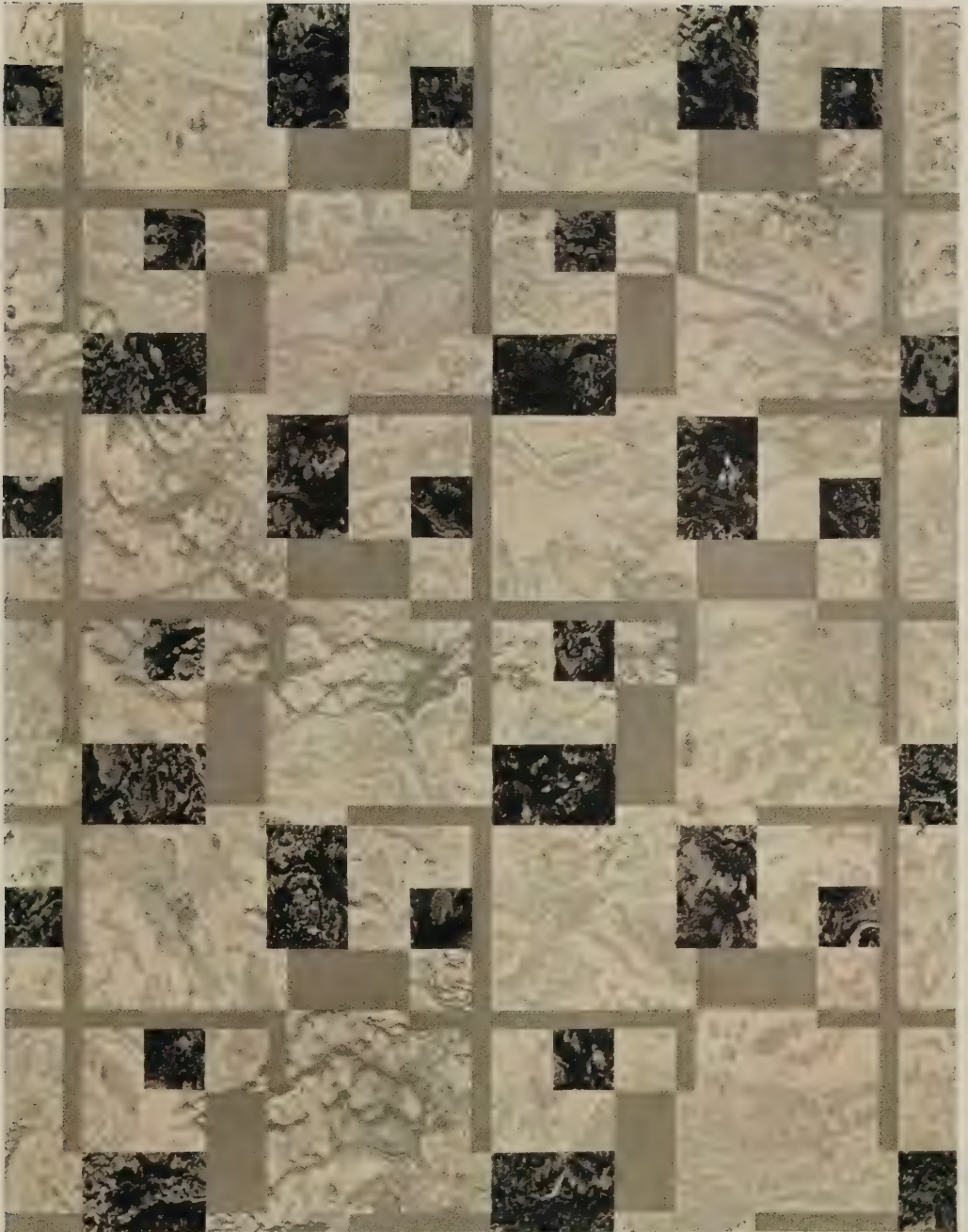
Pattern No. 9021

Size of green rectangular tiles: $1\frac{3}{4}$ " x $2\frac{3}{4}$ ".

Code: Empire



TREADLITE INLAID



Patent 1,970,503

PATTERN — "MORLEY"*

Pattern No. 9022

Size of black rectangular tiles: $1\frac{3}{4}" \times 2\frac{3}{4}"$.

Code: Morley



TREADLITE INLAID



Pattern No. 9023

PATTERN — "DUNHAM"*

Size of blue rectangular tiles: $1\frac{3}{4}$ " x $2\frac{3}{4}$ ".

Patent 1,970,503

Code: Dunham

TREADLITE INLAID



Patent 1,970,503

PATTERN — "TRAYMORE"*

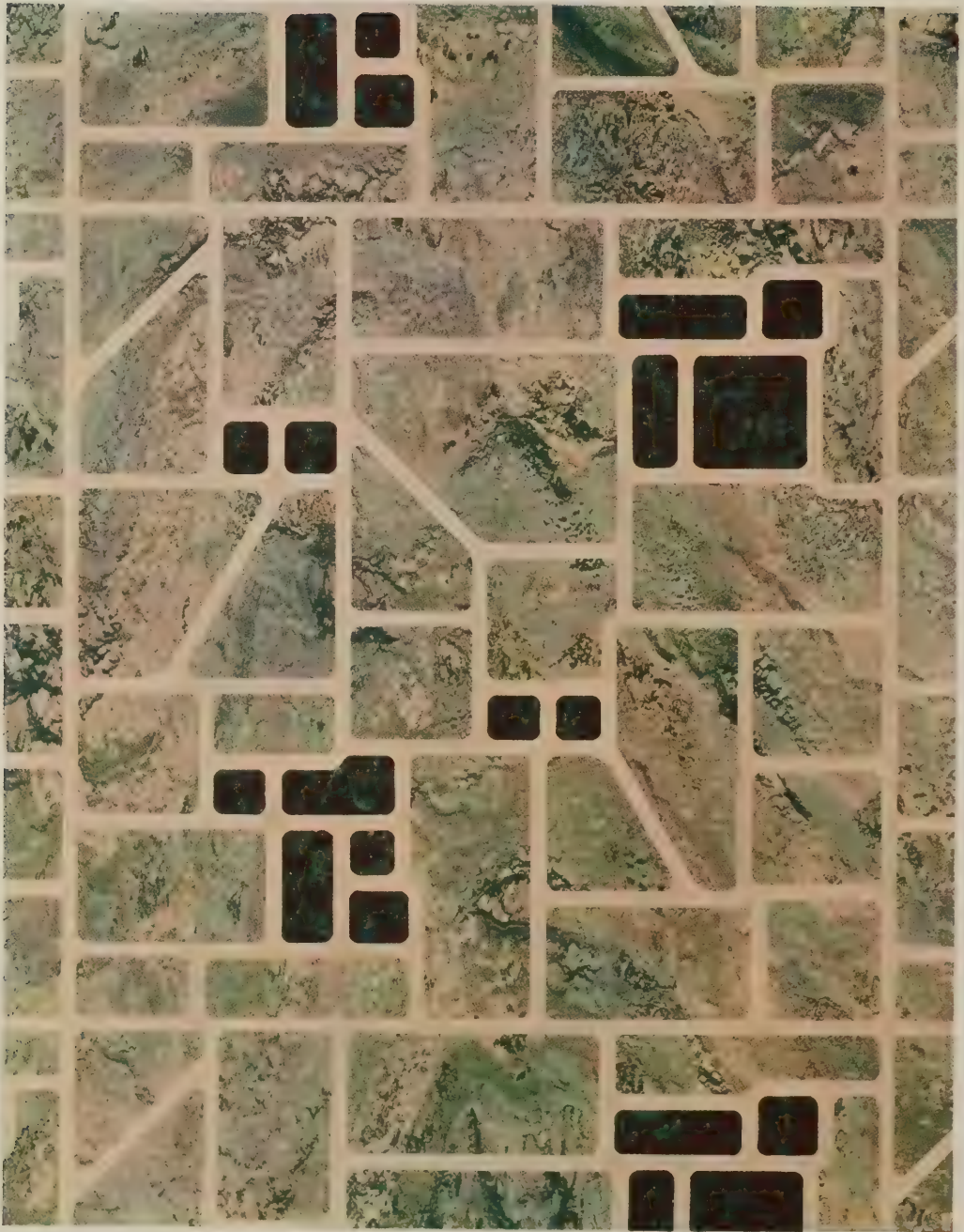
Pattern No. 9025

Illustration $\frac{1}{4}$ scale.

Code: Traymore



TREADLITE INLAID



Pattern No.9026

PATTERN — "COVERLY"*

Illustration $\frac{1}{4}$ scale.

Patent 1,970,503

Code: Coverly

TREADLITE INLAID



Patent 1,970,503

PATTERN — "MERIVALE"*

Pattern No. 9027

Illustration $\frac{1}{4}$ scale.

Code: Merivale



TREADLITE INLAID



Pattern No. 9030

PATTERN — "DUNDEE"*

Actual size of tiles: 9" x 9".

Patent 1,970,503

Code: Dundee

TREADLITE INLAID



Patent 1,970,503

PATTERN — "BRAEMER"*

Pattern No. 9031

Actual size of tiles: 9" x 9".

Code: Braemer



TREADLITE INLAID



Pattern No. 9032

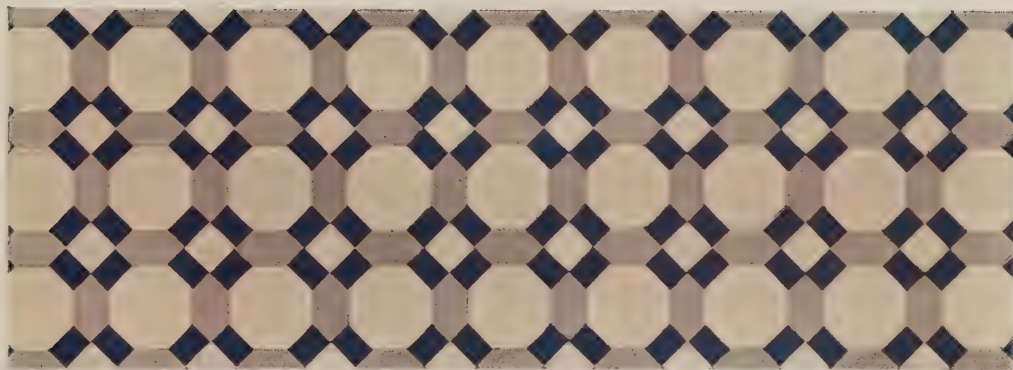
PATTERN — "GLASGOW"*

Patent 1,970,503

Actual size of tiles: 9" x 9".

Code: Glasgow

TREADLITE INLAID

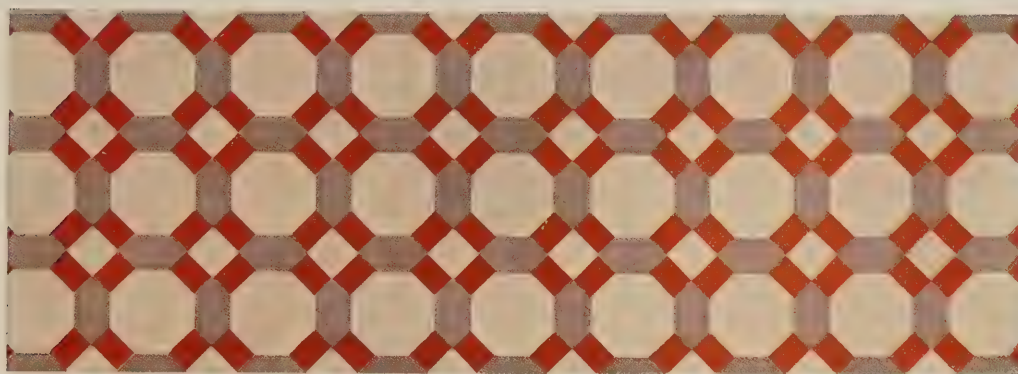


Patent 1,970,503

Pattern No. 9033

PATTERN — "SAPPHIRE"*

Code: Sapphire

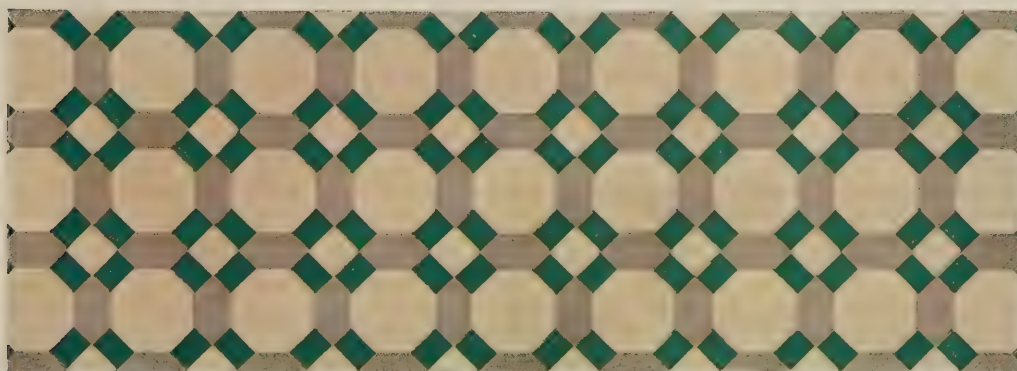


Patent 1,970,503

Pattern No. 9034

PATTERN — "RUBY"*

Code: Ruby



Patent 1,970,503

Pattern No. 9035

PATTERN — "JADE"*

Code: Jade

Actual size of octagonal tile: $1\frac{3}{4}$ " x $1\frac{3}{4}$ ".



TREADLITE INLAID



Patent 1,970,503



Pattern No. 9100

PATTERN — "MIRAMAR"*

Illustration $\frac{1}{4}$ scale.

Code: Miramar

TREADLITE INLAID



Patent 1,970,503

PATTERN — "BARBARY"*

Pattern No. 9101

Illustration $\frac{1}{4}$ scale.

Code: Barbary



DIRECTIONS FOR LAYING ADHESIVE SEALEX LINOLEUM AND TREADLITE INLAID

Adhesive Sealex Linoleum and Treadlite Inlaid come to you with a factory-applied adhesive on the back. This is readily softened and activated by wetting with water. No other paste or adhesive is required for the satisfactory installation of these floor-coverings.

We recommend applying Adhesive Sealex Linoleum and Treadlite Inlaid directly to either wood or concrete floors (above grade) without the use of lining felt.

1. UNROLLING

Do not attempt to unroll linoleum when cold. Keep it at room temperature for 12 hours before unrolling.

2. OVER WOODEN FLOORS

- (a) First nail tight any loose boards and plane or sand smooth all uneven joints or roughness.
- (b) Remove baseboard moulding if any. Moulding may be replaced after laying the linoleum.
- (c) The linoleum should be laid crosswise to the floor boards.

3. OVER CONCRETE FLOORS (ABOVE GRADE ONLY)

The floor must be dry and all cracks and breaks filled with plaster of Paris. Smooth off all roughness and lay as directed.



Activating the adhesive. (See Paragraph 7 on next page.)

4. **ADHESIVE SEALEX LINOLEUM AND TREADLITE INLAID** are best installed by fitting and applying a width at a time until the floor is covered.
5. **CUT OFF ENOUGH FOR THE FIRST WIDTH** to reach from wall to wall and trim it to fit close to the baseboards at ends and side wall.
6. **BE SURE THAT ALL DUST AND CUTTINGS ARE SWEEPED UP** before laying the adhesive linoleum in its final position.
7. **NOW TURN HALF OF THE FITTED PIECE BACK ON ITSELF AND ACTIVATE THE BACK.** To do so dip a scrub brush in a pail of water (preferably warm) and shake or sprinkle water freely over the exposed back. In a few minutes the adhesive turns lighter in color under the water. Now keep the brush thoroughly wet by frequently dipping it into the water and brush all of the back with **LIGHT SWEEPING** strokes. This distributes the water uniformly and forms a cream over all of the activated area. Do not scrub hard as such labor is unnecessary and tends to disturb the uniform factory application of the adhesive.
8. **LAY THE ACTIVATED HALF OF THE PIECE BACK INTO PLACE ON THE FLOOR** and press it down all over with foot pressure, then turn back the other half of the sheet, activate and apply to the floor in the same manner.
9. **TIGHT AND PATTERN-MATCHED JOINTS** add greatly to the finished appearance of the floor. Close joints may be made as follows: After the first width is cemented into place, fit the next one so that it overlaps and the pattern matches. Then with a linoleum knife, using the top sheet as a guide, cut the bottom sheet along the line of pattern match, remove the trim, activate the back as done with the first sheet, and press the edges into place.
10. **PROCEED WITH SUCCESSIVE WIDTHS** in the same manner until the floor is covered.
11. **IMMEDIATELY AFTER COMPLETION OF THE LAYING** clean the surface of the linoleum with a damp cloth and apply a coat of Sealex Self-Polishing Wax. This dries in a short time and the floor may then be subjected to normal usage.

Trimming the seam to assure a tight and pattern matched joint. (See Paragraph 9 above.)





PATTERN No. 80

Code: Belvue

Illustration $\frac{1}{4}$ scale.



PATTERN No. 81

Code: Belair

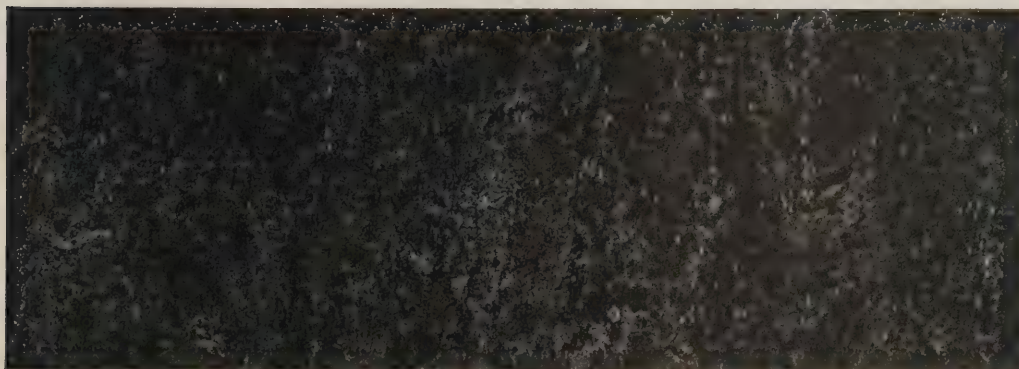
Illustration $\frac{1}{4}$ scale.



PATTERN No. 82

Illustration $\frac{1}{4}$ scale.

Code: Belmont



PATTERN No. 83

Illustration $\frac{1}{4}$ scale.

Code: Beledge



PATTERN No. 84

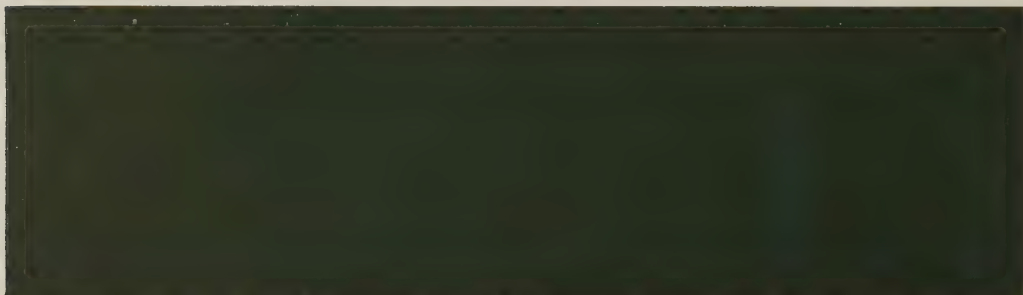
Illustration $\frac{1}{4}$ scale.

Code: Belfont

SEALEX BATTLESHIP and PLAIN LINOLEUM



"CRAFT BROWN"—Sealex Battleship Linoleum No. 1000. Plain No. 1100



"MOSS GREEN"—Sealex Battleship Linoleum No. 1001. Plain No. 1101



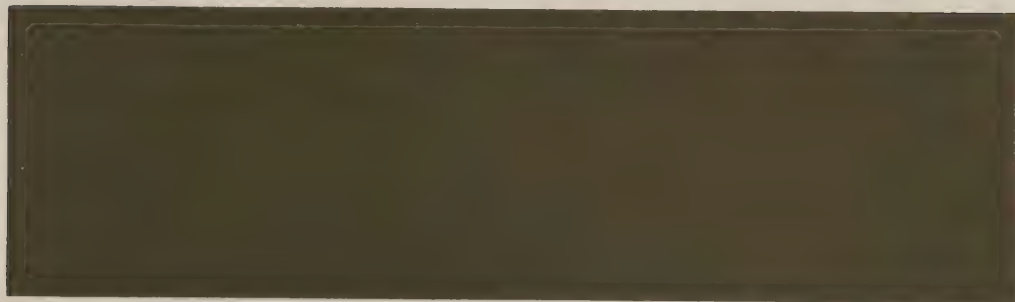
"TERRA COTTA"—Sealex Battleship Linoleum No. 1002. Plain No. 1102

SEALEX BATTLESHIP and PLAIN LINOLEUM

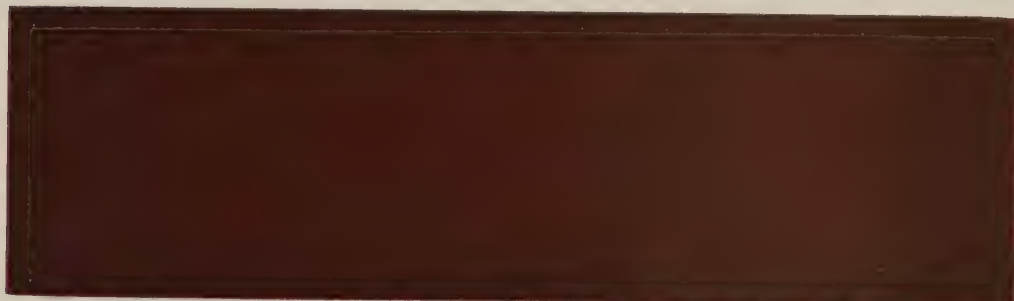
BATTLESHIP U. S. GOVT. STANDARD	6.00 mm. Gauge (.236")	3/16" Gauge (.188"—4.76 mm.)	1/8" Gauge (.125"—3.18 mm.)
Craft Brown, No. 1000	Code: Brownmoor (Not Made)	Code: Browncliff	Code: Brownburr
Moss Green, No. 1001	(Not Made)	Code: Greencliff	Code: Greenburr
Terra Cotta, No. 1002	(Not Made)	Code: Terracliff	Code: Terraburr

PLAIN	Medium Gauge (.095"—2.40 mm.)	Standard Gauge (.075"—1.91 mm.)
Craft Brown, No. 1100	Code: Brownbret	Code: Brownlone
Moss Green, No. 1101	Code: Greenbret	Code: Greenlone
Terra Cotta, No. 1102	Code: Terrabret	Code: Terralone

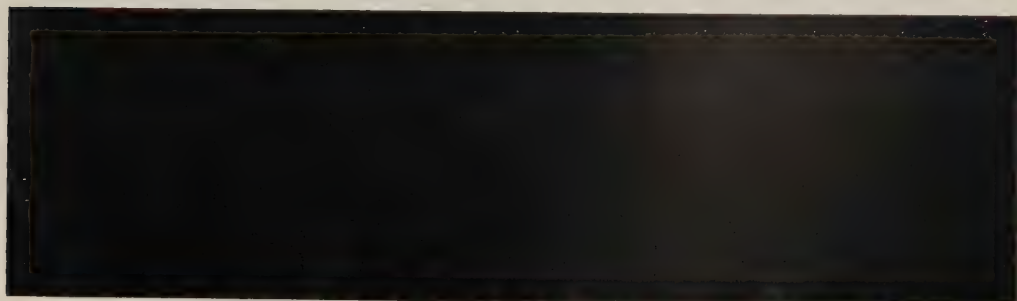
SEALEX BATTLESHIP and PLAIN LINOLEUM



"SLATE GRAY"—Sealex Battleship Linoleum No. 1003. Plain No. 1103



"MAHOGANY"—Sealex Battleship Linoleum No. 1004. Plain No. 1104



"BLACK"—Sealex Battleship Linoleum No. 1005. Plain No. 1105

SEALEX BATTLESHIP and PLAIN LINOLEUM

BATTLESHIP U. S. GOVT. STANDARD	6.00 mm. Gauge (.236")	3/16" Gauge (.188"—4.76 mm.)	1/8" Gauge (.125"—3.18 mm.)
Slate Gray, No. 1003	(Not Made)	Code: Graycliff	Code: Grayburr
Mahogany, No. 1004	(Not Made)	Code: Mahogcliff	Code: Mahogburr
Black, No. 1005	(Not Made)	Code: Blackcliff	Code: Blackburr

PLAIN	Medium Gauge (.095"—2.40 mm.)	Standard Gauge (.075"—1.91 mm.)
Slate Gray, No. 1103	Code: Graybret	Code: Graylone
Mahogany, No. 1104	Code: Mahogbret	Code: Mahoglone
Black, No. 1105	Code: Blackbret	Code: Blacklone

SEALEX PLAIN LINOLEUM



"YELLOW"—SEALEX PLAIN LINOLEUM, No. 1110



"ORANGE"—SEALEX PLAIN LINOLEUM, No. 1111



"COLONIAL BUFF"—SEALEX PLAIN LINOLEUM, No. 1112

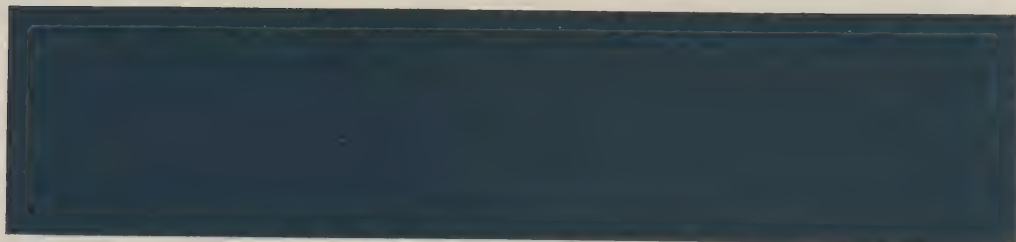


"WHITE"—SEALEX PLAIN LINOLEUM, No. 1113

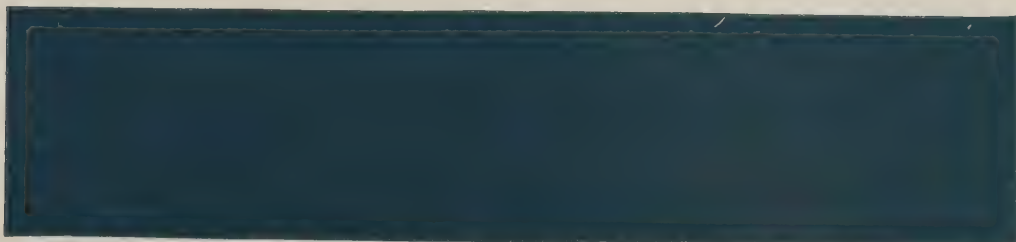
SEALEX PLAIN LINOLEUM

	$\frac{1}{8}$ " Gauge (.125"—3.18 mm.)	Medium Gauge (.095"—2.40 mm.)	Standard Gauge (.075"—1.91 mm.)
Yellow, No. 1110	Code: Yellowburr	Code: Yellowbret	Code: Yellowlone
Orange, No. 1111	Code: Orangeburr	Code: Orangebret	Code: Orangelone
Colonial Buff, No. 1112	Code: Colonialburr	Code: Colonialbret	(Not Made)
White, No. 1113	Code: Ivoryburr	Code: Ivorybret	Code: Ivorylone

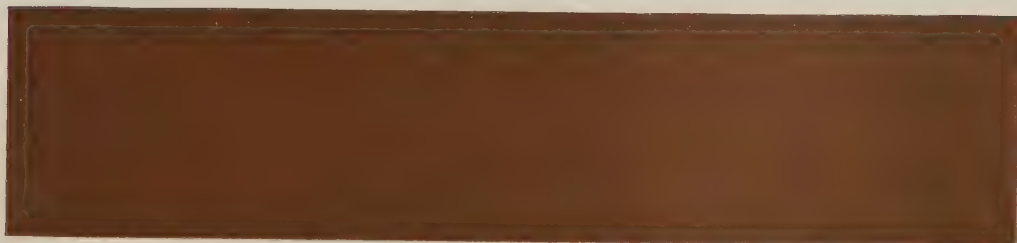
SEALEX PLAIN LINOLEUM



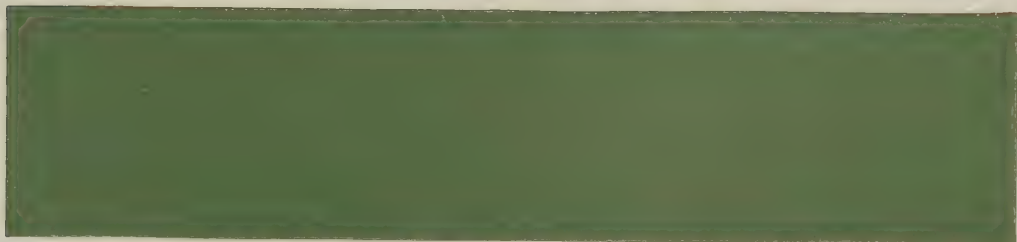
"PACIFIC BLUE"—SEALEX PLAIN LINOLEUM, No. 1114



"OLYMPIC BLUE"—SEALEX PLAIN LINOLEUM, No. 1116



"COFFEE BROWN"—SEALEX PLAIN LINOLEUM, No. 1118



"JADE GREEN"—SEALEX PLAIN LINOLEUM, No. 1119

SEALEX PLAIN LINOLEUM

	$\frac{1}{8}$ " Gauge (.125"—3.18 mm.)	Medium Gauge (.095"—2.40 mm.)	Standard Gauge (.075"—1.91 mm.)
Pacific Blue, No. 1114	Code: Pacificburr	Code: Pacificbret	Code: Pacificlone
Olympic Blue, No. 1116	Code: Olympicburr	Code: Olympicbret	Code: Olympiclone
Coffee Brown, No. 1118	Code: Coffeeburr	Code: Coffeebret	Code: Coffeelone
Jade Green, No. 1119	Code: Jadeburr	Code: Jadebret	Code: Jadelone

SEALEX PLAIN LINOLEUM



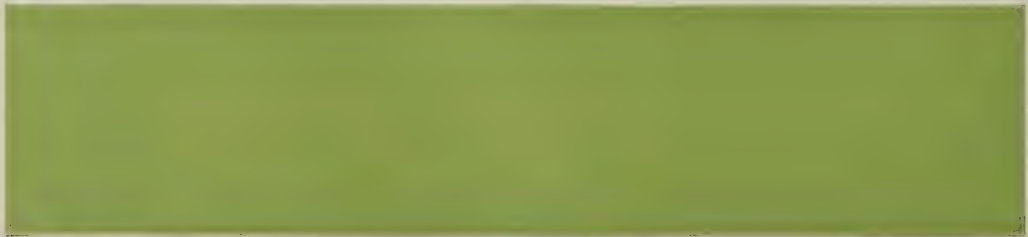
"IVY GREEN"—SEALEX PLAIN LINOLEUM, No. 1120



"CHERRY RED"—SEALEX PLAIN LINOLEUM, No. 1122



"PEARL GRAY"—SEALEX PLAIN LINOLEUM, No. 1123



"CITRON GREEN"—SEALEX PLAIN LINOLEUM, No. 1124

SEALEX PLAIN LINOLEUM

	$\frac{1}{8}$ " Gauge (.125"—3.18 mm.)	Medium Gauge (.095"—2.40 mm.)	Standard Gauge (.075"—1.91 mm.)
Ivy Green, No. 1120	Code: Ivyburr	Code: Ivybret	Code: Ivylone
Cherry Red, No. 1122	Code: Cherryburr	Code: Cherrybret	Code: Cherrylone
Pearl Gray, No. 1123	Code: Pearlburr	Code: Pearlbret	Code: Pearllone
Citron Green, No. 1124	(Not Made)	Code: Citronbret	(Not Made)

SEALEX JASPÉ LINOLEUM

THE rich, quiet beauty and delicate veining of the Jaspé patterns make them desirable for commercial areas such as offices, doctors' suites, hospital wards, private rooms, club houses and stores.

Jaspés are frequently used in homes where all-over, one-color floor treatments are desired.

PATTERN No.	3/16" GAUGE (.188"—4.76 mm.)	1/8" GAUGE (.125"—3.18 mm.)	MEDIUM GAUGE (.095"—2.40 mm.)
1251	Code: Furlcliff	Code: Furlburr	Code: Furlbret
1252	Code: Festalcliff	Code: Festalburr	Code: Festalbret
1253	Code: Fetchcliff	Code: Fetchburr	Code: Fetchbret
1254	Code: Firmcliff	Code: Firmburr	Code: Firmbret
1255	Code: Floydcliff	Code: Floydburr	Code: Floydbret
1256	Code: Faircliff	Code: Fairburr	Code: Fairbret
1258	(Not Made)	Code: Flaxburr	Code: Flaxbret



"TAUPE"—PATTERN No. 1251

Made in 3/16" Gauge, 1/8" Gauge and Medium Gauge

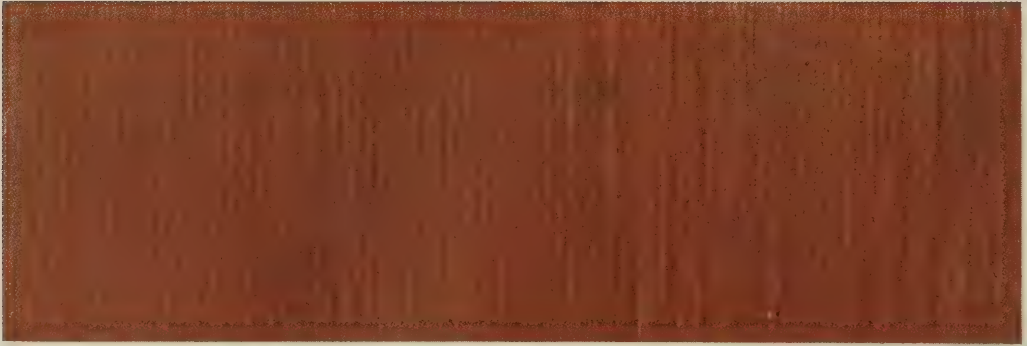


SEALEX JASPÉ LINOLEUM



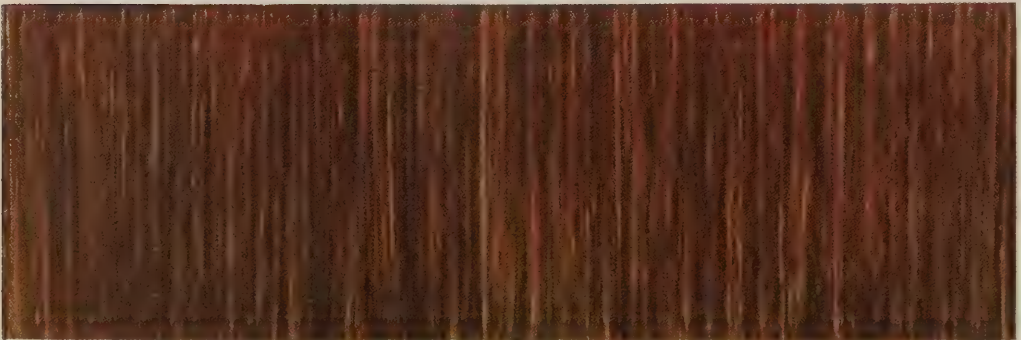
"DARK GRAY"—PATTERN No. 1252

Made in 3/16" Gauge, 1/8" Gauge and Medium Gauge



"TAN"—PATTERN No. 1253

Made in 3/16" Gauge, 1/8" Gauge and Medium Gauge



"BROWN"—PATTERN No. 1254

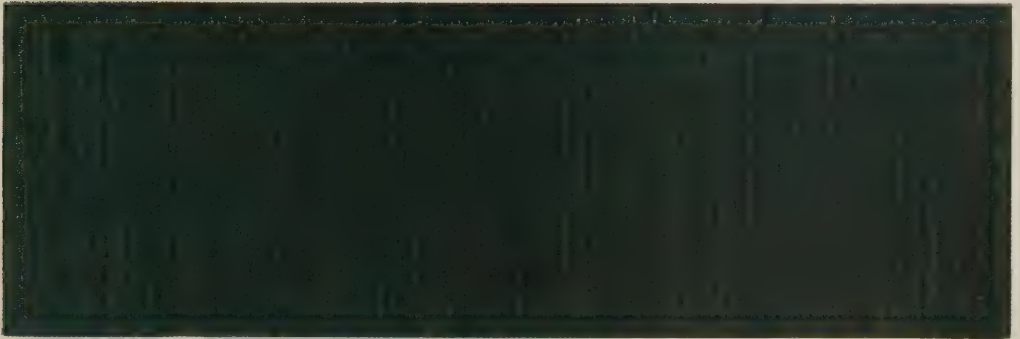
Made in 3/16" Gauge, 1/8" Gauge and Medium Gauge





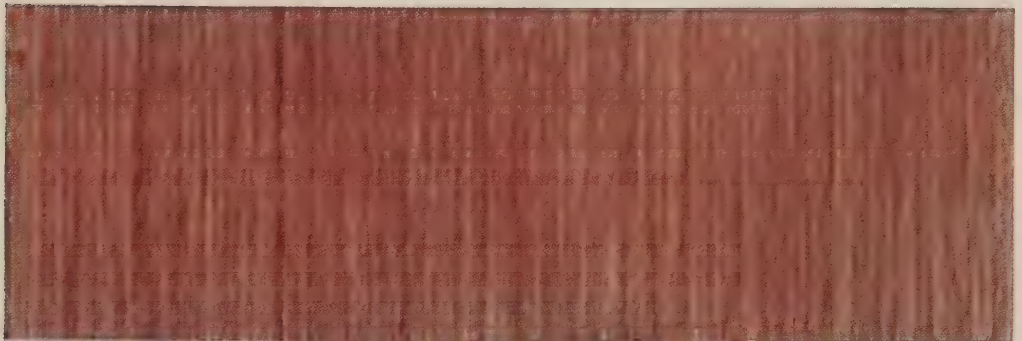
"LIGHT GRAY"—PATTERN No. 1255

Made in 3/16" Gauge, 1/8" Gauge and Medium Gauge



"DARK GREEN"—PATTERN No. 1256

Made in 3/16" Gauge, 1/8" Gauge and Medium Gauge



"ROSE GLOW"—PATTERN No. 1258

Made in 1/8" Gauge and Medium Gauge



SEALEX BORDERS AND BORDER STRIPS

Pat. No.	Gauge	Width	Code	
No. 1300	Heavy	9 inches	Blackbor	 <p>Black Border—Border Strip Border: 60 to 90-ft. lengths. Border Strips: 45-ft. lengths.</p>
No. 1301	Heavy	12 inches	Blackband	
No. 1304	Heavy	1½ inches	Blackstrip	
No. 1302	Medium	9 inches	Blackedge	
No. 1303	Medium	12 inches	Blacktrim	
No. 1305	Medium	1½ inches	Blackcut	
No. 1316	Standard	9 inches	Blackmar	
No. 1319	Standard	12 inches	Blacktill	
No. 1345	Standard	1½ inches	Blacktex	
No. 1310	Heavy	9 inches	Parionbor	 <p>Black Marble Border 60 to 90-ft. lengths.</p>
No. 1311	Heavy	12 inches	Parienband	
No. 1312	Medium	9 inches	Parienedge	
No. 1313	Medium	12 inches	Parientrim	
No. 1314	Standard	9 inches	Parienmar	
No. 1315	Standard	12 inches	Parientill	
No. A1314	Std. Adh.	9 inches	Adparienmar	
No. A1315	Std. Adh.	12 inches	Adparientill	
No. 1350	Heavy	1 inch	Yellowstrand	 <p>Yellow Border Strip, 45-ft. lengths.</p>
No. 1330	Medium	1 inch	Yellowtape	
No. 1351	Heavy	1 inch	Orangestrand	 <p>Orange Border Strip, 45-ft. lengths.</p>
No. 1331	Medium	1 inch	Orangetape	
No. 1341	Standard	1 inch	Orangeline	
No. 1352	Heavy	1 inch	Terrastrand	 <p>Terra-Cotta Border Strip, 45-ft. lengths.</p>
No. 1332	Medium	1 inch	Terratape	
No. 1362	Standard	1½ inches	Terratex	
No. 1353	Heavy	1 inch	Whitestrand	 <p>White Border Strip, 45-ft. lengths.</p>
No. 1333	Medium	1 inch	Whitetape	
No. 1343	Standard	1 inch	Whiteline	
No. 1354	Heavy	1 inch	Mahogstrand	 <p>Mahogany Border Strip, 45-ft. lengths.</p>
No. 1334	Medium	1 inch	Mahogtape	
No. 1364	Standard	1½ inches	Mahogtex	
No. 1356	Heavy	1 inch	Bluestrand	 <p>Olympic Blue Border Strip, 45-ft. lengths.</p>
No. 1336	Medium	1 inch	Bluetape	
No. 1346	Standard	1 inch	Blueline	
No. 1358	Heavy	1 inch	Buffstrand	 <p>Colonial Buff Border Strip, 45-ft. lengths.</p>
No. 1338	Medium	1 inch	Bufftape	
No. 1359	Heavy	1 inch	Greenstrand	 <p>Green Border Strip, 45-ft. lengths.</p>
No. 1339	Medium	1 inch	Greentape	
No. 1349	Standard	1 inch	Greenline	
No. 1340	Standard	1 inch	Brownline	 <p>Craft Brown Border Strip, 45-ft. lengths.</p>
No. 1363	Standard	1½ inches	Graytex	 <p>Slate Gray Border Strip, 45-ft. lengths.</p>

SEALEX BORDERS AND
BORDER STRIPS OFFER
THE CUSTOMER SMART
INDIVIDUAL FLOORS . . .
OFFER THE DEALER EXTRA-
PROFIT OPPORTUNITIES



ANY floor can be given an individual, smartly tailored finish with Sealex Linoleum and a custom-made border of harmonizing or contrasting color. This custom-cut work affords opportunities for extra profit on every job. But, more than that, it enables you to please the customer who has "different" effects in mind for one or two rooms—and thus secure his entire business.

There is practically no limit to the variety of effects possible with this treatment. A solid wide border of contrasting color can "dress up" a marbleized pattern as shown below.

Or a harmonizing border can be set off with narrow decorative strips of ivory or some other color, as illustrated. Progressive dealers are finding it pays to stock Sealex Plain Linoleum for this profitable work.

The illustration at the left shows a mechanic fitting a border into position against the baseboard.



SEALEX LINSIGNIAS

The popularity of custom-effects in residential installations is growing by leaps and bounds. Sealex Linsignias are the ideal answer to this demand. They offer you uniquely attractive designs, very easily installed at moderate cost. Of course, this type of installation also provides a ready market for custom-cut border work. These "extras" raise the unit sale very profitably.

Often the ability to install a custom floor of this type in one room enables you to get orders for other floors in the same house.

Remember, while Sealex Linsignias allow you to offer your trade custom effects at very moderate cost, you are not limited to these designs. Any design can be cut to order in either Sealex Linoleum or Sealex Wall-Covering. Any color scheme can be carried out as these Sealex materials provide such a wide range of beautiful colors.



SHIP OF DREAMS

Ships are an ever popular design motif—in libraries, living-rooms, game-rooms and boys' rooms.



SANDY

Sandy the Golfer is "a hit" for a den or a family game-room or the bedroom of a golfing son.

FOR EVERY TYPE OF ROOM

Ask your Sealex wholesaler about ordering these Linsignias. See that your salesmen are thoroughly familiar with them.



TEA SERVICE

"Tea Service" will lend charm to kitchen or breakfast nook—will harmonize with many color schemes.



Notice the smart effect obtained in the kitchen above with the Linsignia, "Tea Service."



JUMBO

This sprightly elephant makes a delightful decoration for children's bedrooms or playrooms.



CLASSICA

The wreath with crossed arrows is appropriate for entrance halls or any rooms with a "classic" note.

GOLD SEAL CORK CARPET



PATTERN No. 1200—Unpolished (.250"—6.35 mm.)

Code: Leweston

Also available polished (.236"—6.00 mm.)

Code: Lewes



PATTERN No. 1201—Unpolished (.250"—6.35 mm.)

Code: Edgarton

Also available polished (.236"—6.00mm.)

Code: Edgar





The beautiful, permanent wall treatments made possible by Sealex Wall-Covering grow in favor every year. The line provides a wide range of colorings. Three recent additions—a natural White Marble, 7976, a light Parchment, 7973, and a Coral, 7975, are great favorites for bedrooms and entrance halls. Dark Walnut, 7984, is increasingly in demand for both home and office work.

One inch strips are available in Black Onyx, 7959 and Green Onyx, 7985—both are proving immensely popular for borders, moldings, etc. Note the interesting panelled treatment executed in Light Pine, 7981, in the illustration above.

Remember that all plain Sealex Linoleums in medium gauge are also especially suitable for wall-covering installations.

SEALEX WALL-COVERING



"OYSTER WHITE"

No. 7913

Code: Udot



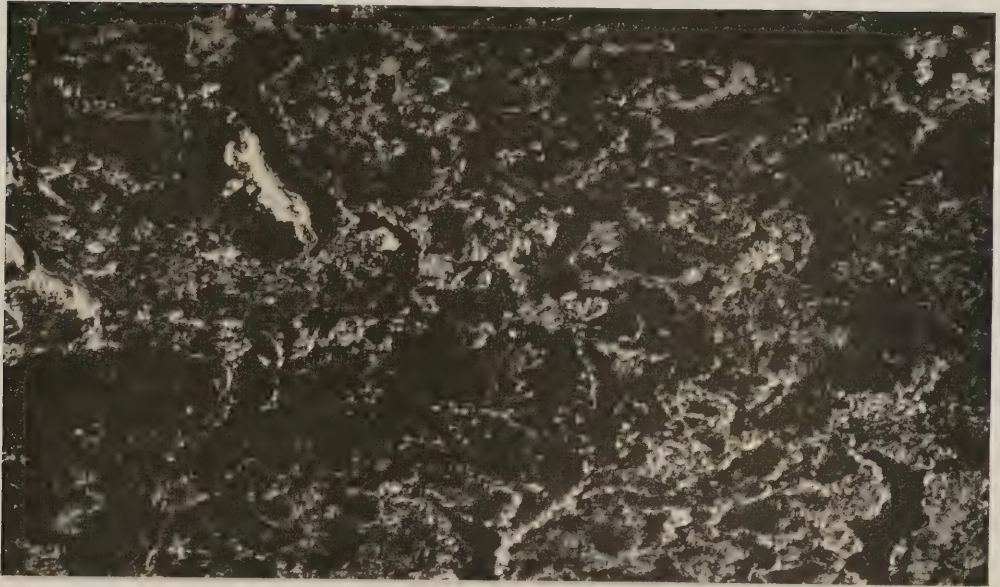
"CARNELIAN"

No. 7958

Code: Ubel



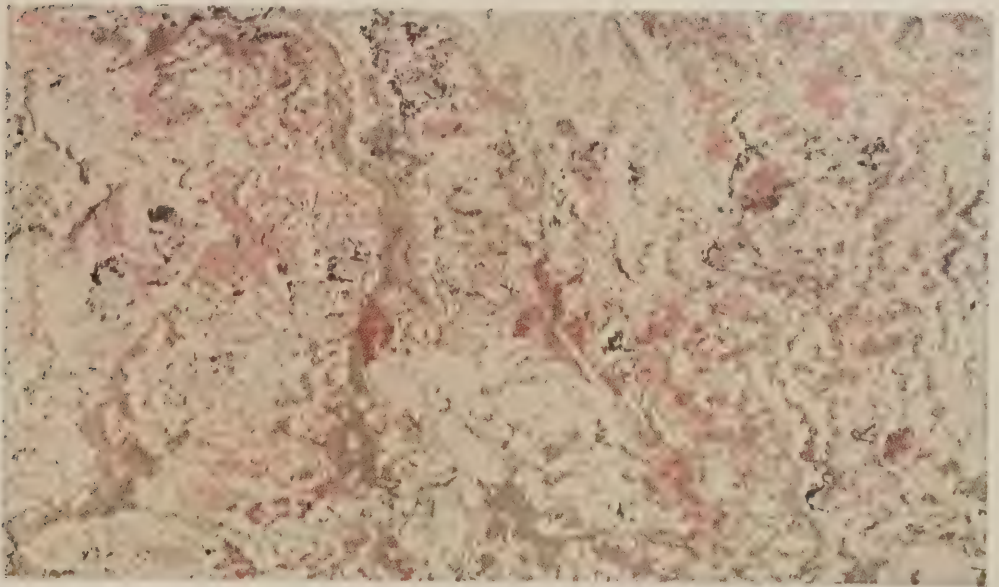
SEALEX WALL-COVERING



"BLACK ONYX"—No. 7959

Code: Ubor

Also available in one inch strips packed 75 feet to a carton. Code: Uborline



"SUNSTONE"

No. 7960

Code: Ucab



SEALEX WALL-COVERING



"SARDONYX"

No. 7963

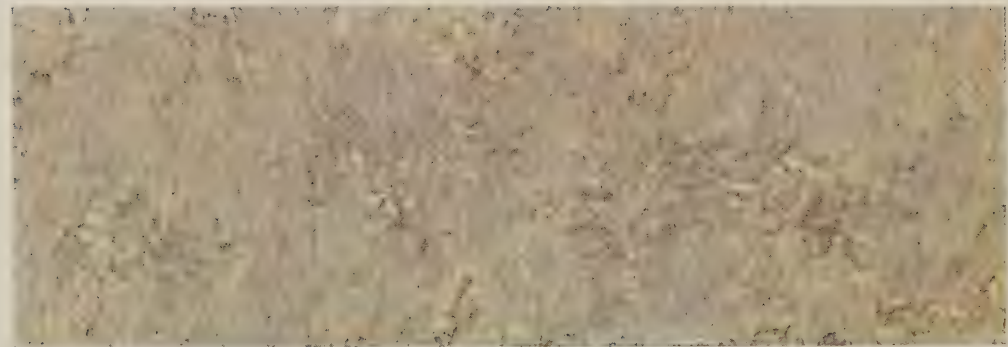
Code: Ucon



"GREEN BERYL"

No. 7971

Code: Ulmon



"ZIRCON"

No. 7972

Code: Union



SEALEX WALL-COVERING



"PARCHMENT"

No. 7973

Code: Upar



"CORAL"

No. 7975

Code: Ular



"MARBLE WHITE"

No. 7976

Code: Umal



SEALEX WALL-COVERING



"LIGHT PINE"

No. 7981

Code: Upex



"AMERICAN WALNUT"

No. 7982

Code: Usur



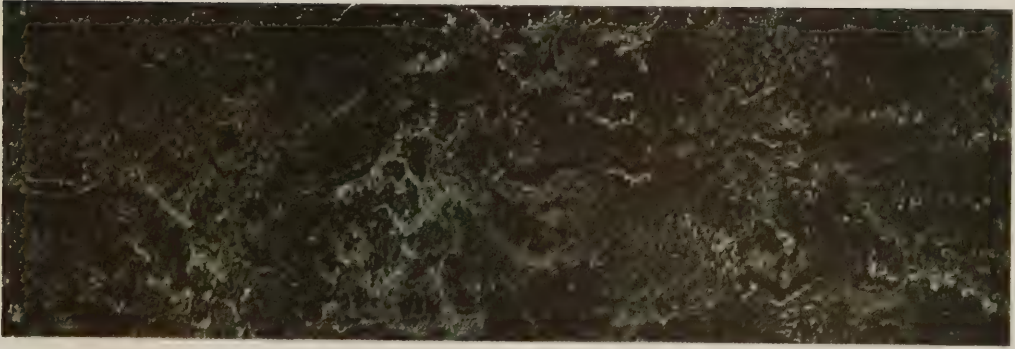
"DARK WALNUT"

No. 7984

Code: Udal



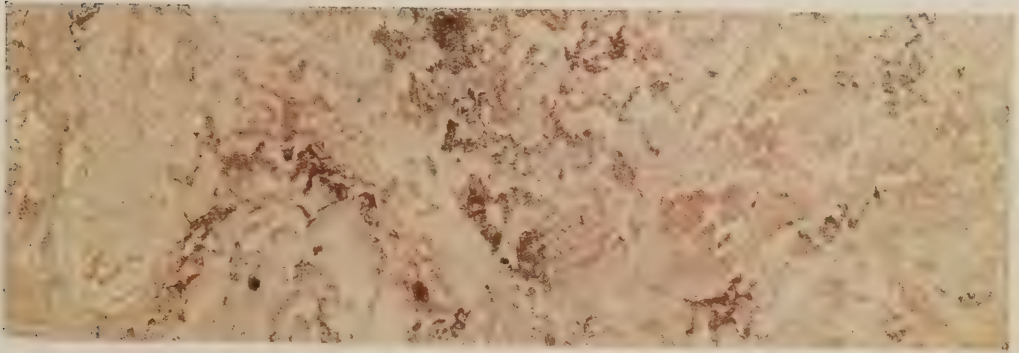
SEALEX WALL-COVERING



"GREEN ONYX"—No. 7985

Code: Utel

Also available in one inch strips packed 75 feet to a carton. Code: Utelline.



"TRAVERTINE"

No. 7986

Code: Uval



"AQUAMARINE"

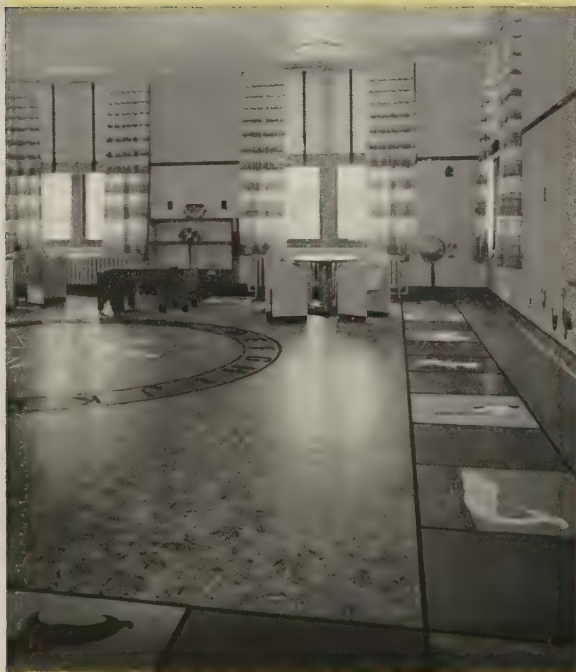
No. 7991

Code: Ukar





The Davis Dress Shop, Pittsburgh, Pa.



Children's Playroom, St. Mary's Hospital, Detroit.

CUSTOM-CUT FLOORS

While the major contract installations still consist of large areas installed with roll goods of Veltone, Battleship, Jaspé or Plains, there is a rapidly growing market for specially-designed floors.

Good examples of this are the dress shop and children's playroom illustrated. Notice how attractively Veltone and Plain Linoleums have been combined in the latter.

Ability to do this custom-work gives you "the edge" on landing many contract jobs and offers an extra profit on each job as well.

GOLD SEAL PRINTED LINOLEUM BY-THE-YARD

HERE again Congoleum-Nairn Inc., offers without question a printed linoleum of the finest quality. This outstanding product fully merits association with the famous Gold Seal guarantee of satisfaction, from the point of view of both service and styling.

The smart patterns include conventional, modern and scattered tile effects in popular colors. There are ten fast-selling numbers in the 16/4 width, for the trade that requires wide-width merchandise. They also come in 8/4 width.

These attractive patterns will round out your stock and help you establish your store as headquarters for all types of quality smooth-surface floor-covering.



PATTERN No. 9647—2 yards wide

PATTERN No. 9647—4 yards wide

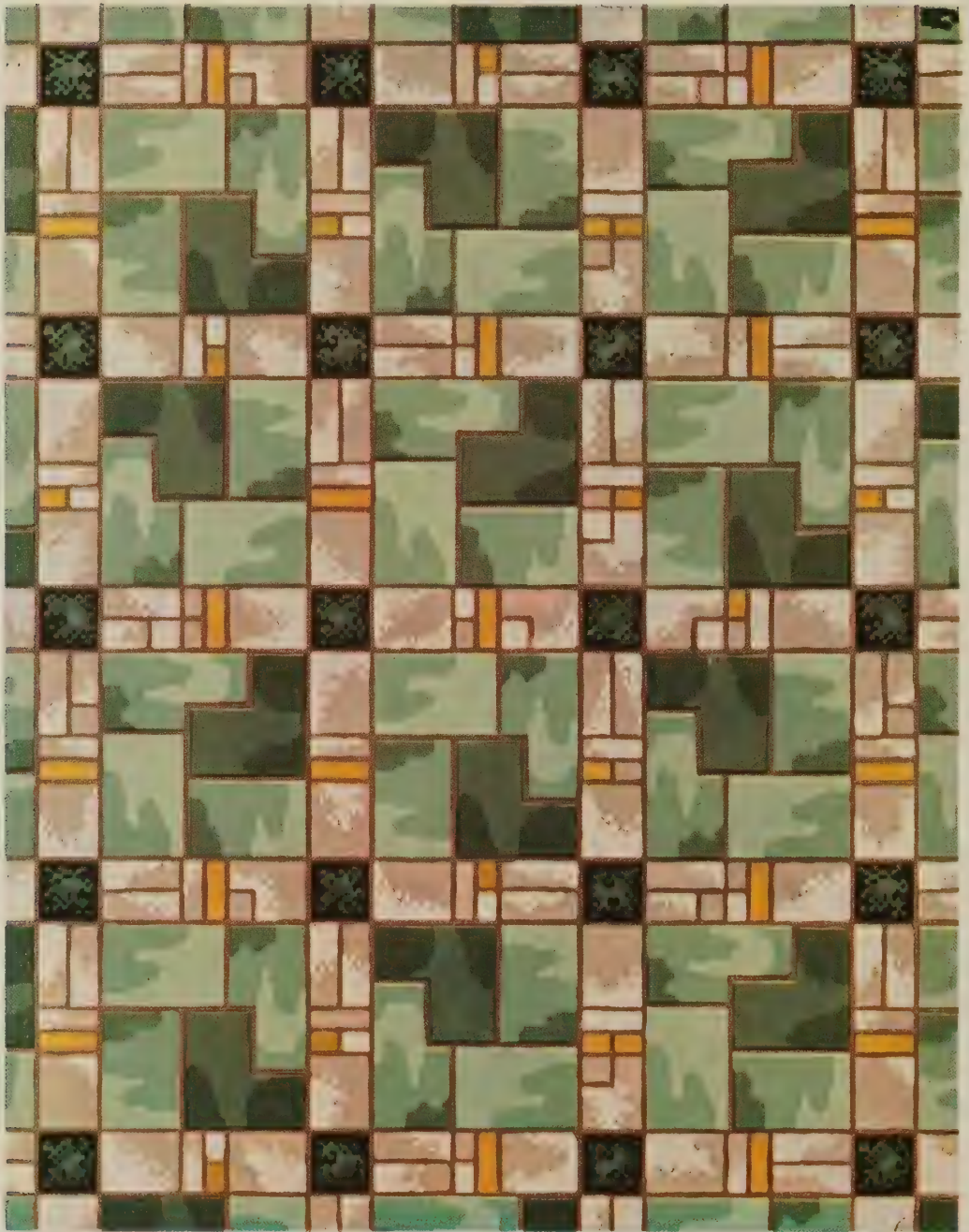
Actual size of tiles: $4\frac{1}{2}$ " x $4\frac{1}{2}$ ".

Code: Part

Code: Partez



GOLD SEAL PRINTED LINOLEUM BY-THE-YARD



PATTERN No. 9649—2 yards wide

PATTERN No. 9649—4 yards wide

Code: Plot

Code: Plotez

Illustration $\frac{1}{4}$ scale.

GOLD SEAL PRINTED LINOLEUM BY-THE-YARD



PATTERN No. 9650—2 yards wide

PATTERN No. 9650—4 yards wide

Illustration $\frac{1}{4}$ scale.

Code: Pond

Code: Pondez





PATTERN No. 9652—2 yards wide

PATTERN No. 9652—4 yards wide

Illustration $\frac{1}{4}$ scale.

Code: Port

Code: Portez



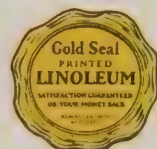
PATTERN No. 9653—2 yards wide

PATTERN No. 9653—4 yards wide

Illustration $\frac{1}{4}$ scale.

Code: Pert

Code: Pertez





PATTERN No. 9654—2 yards wide

PATTERN No. 9654—4 yards wide

Illustration $\frac{1}{4}$ scale.

Code: Pent

Code: Pentez

GOLD SEAL PRINTED LINOLEUM BY-THE-YARD



PATTERN No. 9655—2 yards wide

PATTERN No. 9655—4 yards wide

Illustration $\frac{1}{4}$ scale.

Code: Planet

Code: Planetez





PATTERN No. 9656—2 yards wide

PATTERN No. 9656—4 yards wide

Illustration $\frac{1}{4}$ scale.

Code: Patton

Code: Pattonez



PATTERN No. 9657—2 yards wide

PATTERN No. 9657—4 yards wide

Illustration $\frac{1}{4}$ scale.

Code: Peral

Code: Peralez



GOLD SEAL PRINTED LINOLEUM BY-THE-YARD



PATTERN No. 9658—2 yards wide

PATTERN No. 9658—4 yards wide

Illustration $\frac{1}{4}$ scale.

Code: Prosser

Code: Prosserez

GOLD SEAL PRINTED LINOLEUM PASSAGE CLOTH



PATTERN No. 9454

22 $\frac{1}{2}$ inches wide. Code: Paxton

27 inches wide. Code: Pallford



PATTERN No. 9455

22 $\frac{1}{2}$ inches wide. Code: Padgett

27 inches wide. Code: Paddon



CONGOLEUM GOLD SEAL RUGS FOR 1936

Years of big space, color advertising and an unequalled reputation for style and quality have earned leadership for Congoleum-Nairn Inc. in the felt base industry. No article in the home furnishing field is better known. For many years, the name, Congoleum, has been synonymous with labor-saving floor-covering in the public mind.

MORE PROFITS FROM CONGOLEUM

Floor-covering merchants who build their sales efforts upon the established demand for Congoleum Gold Seal Rugs make greater profits, because their unit of sale is higher. Because turnover is faster. Because customers are satisfied.

STYLE LEADING PATTERNS

Nine new patterns of irresistible beauty have been added to last year's best-selling money makers. There are two high-lighted textured effects and two ultra smart medium-sized tiles featuring colorful insets on light grounds. Also, two vivid small tile effects. These colors and designs all strike a fresh, modern note, in tune with today's trends in interior decoration. The ever present demand for "Persians" has been met abundantly by three new numbers in this style. With this wide variety of smartly-styled patterns, Congoleum-Nairn Inc. again sets the beauty standard for felt base floor-coverings.

SELLING AIDS THAT REALLY SELL

Millions of advertising pages will feature the Gold Seal patterns you see in this catalog. Throughout 1936 the most powerful advertising campaign in the floor-covering field will remind American housewives of Gold Seal style and quality. Will remind them to look for the Gold Seal when they buy. And the special merchandising and promotion events sponsored by Congoleum-Nairn Inc. will give this great line even further advantages over competitive brands.

Concentrate on the line that has always been first in demand—that offers more from the standpoint of style—of sales—of satisfied customers. Concentrate for profits—on the one and only genuine Congoleum, backed by the Gold Seal Guarantee!



A modern version of the popular hooked-rug style—"Rosewood," Congoleum Gold Seal Rug 421.



PATTERN No. 652—"NOMAD"

9 x 12 feet—Nomehurst
9 x 15 feet—Nomefield
3 x 6 feet—Nomeford

9 x 9 feet—Nomeville
9 x 10½ feet—Nomedale
3 x 4½ feet—Nomeview

6 x 9 feet—Nomewood
7½ x 9 feet—Nomeside
1½ x 3 feet—Nomedell

Illustration 1/9 scale.



CONGOLEUM GOLD SEAL RUG



PATTERN No. 676—"PRISCILLA"

9 x 15 feet—Code: Priafeld

9 x 12 feet—Code: Priahurst

9 x 10½ feet—Code: Priadale

9 x 9 feet—Code: Priaville

7½ x 9 feet—Code: Priaside

6 x 9 feet—Code: Priawood

Illustration 1/9 scale.



CONGOLEUM GOLD SEAL RUG



PATTERN No. 685—"SHANTUNG"

9 x 15 feet—Code: Shantfield	9 x 9 feet—Code: Shantville
9 x 12 feet—Code: Shanthurst	7½ x 9 feet—Code: Shantside
9 x 10½ feet—Code: Shantdale	6 x 9 feet—Code: Shantwood

Illustration 1/9 scale.



CONGOLEUM GOLD SEAL RUG



PATTERN No. 686—"MANCHU"

9 x 15 feet—Code: Manfield	9 x 9 feet—Code: Manville
9 x 12 feet—Code: Manhurst	7½ x 9 feet—Code: Manside
9 x 10½ feet—Code: Mandale	6 x 9 feet—Code: Manwood

Illustration 1/9 scale.



PATTERN No. 687—"MAHAL"

9 x 15 feet—Code: Mahalfield	9 x 9 feet—Code: Mahalville
9 x 12 feet—Code: Mahalhurst	7½ x 9 feet—Code: Mahalside
9 x 10½ feet—Code: Mahaldale	6 x 9 feet—Code: Mahalwood

Illustration 1/9 scale.



CONGOLEUM GOLD SEAL RUG



PATTERN No. 693—"BEVERLY"

9 x 12 feet—Bevhurst
 9 x 15 feet—Bevfield
 3 x 6 feet—Bevford

9 x 9 feet—Beville
 9 x 10½ feet—Bevdale
 3 x 4½ feet—Bevview

6 x 9 feet—Bevwood
 7½ x 9 feet—Bevside
 1½ x 3 feet—Bevdell

Illustration 1/9 scale.



CONGOLEUM GOLD SEAL RUG



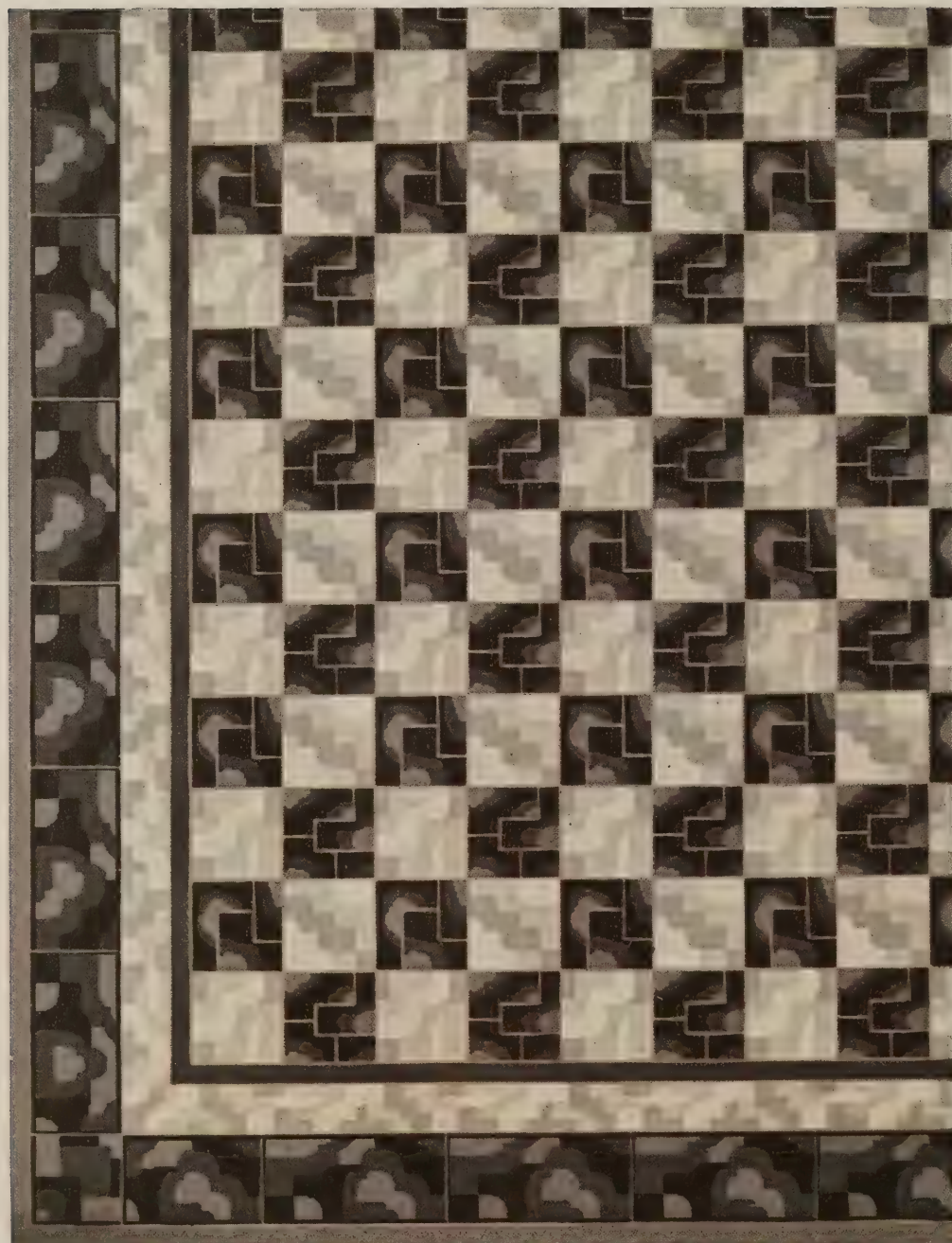
PATTERN No. 694—"WOODLAND"

9 x 15 feet—Code: Landfield	9 x 9 feet—Code: Landville
9 x 12 feet—Code: Landhurst	7½ x 9 feet—Code: Landside
9 x 10½ feet—Code: Landdale	6 x 9 feet—Code: Landwood

Illustration 1/9 scale.



CONGOLEUM GOLD SEAL RUG



PATTERN No. 402—"GRAYLOCK"

9 x 15 feet—Code: Lockfield

9 x 12 feet—Code: Lockhurst

9 x 10 1/2 feet—Code: Lockdale

9 x 9 feet—Code: Lockville

7 1/2 x 9 feet—Code: Lockside

6 x 9 feet—Code: Lockwood

Actual size of tile: 4 1/2" x 4 1/2". Illustration 1/9 scale.

CONGOLEUM GOLD SEAL RUG

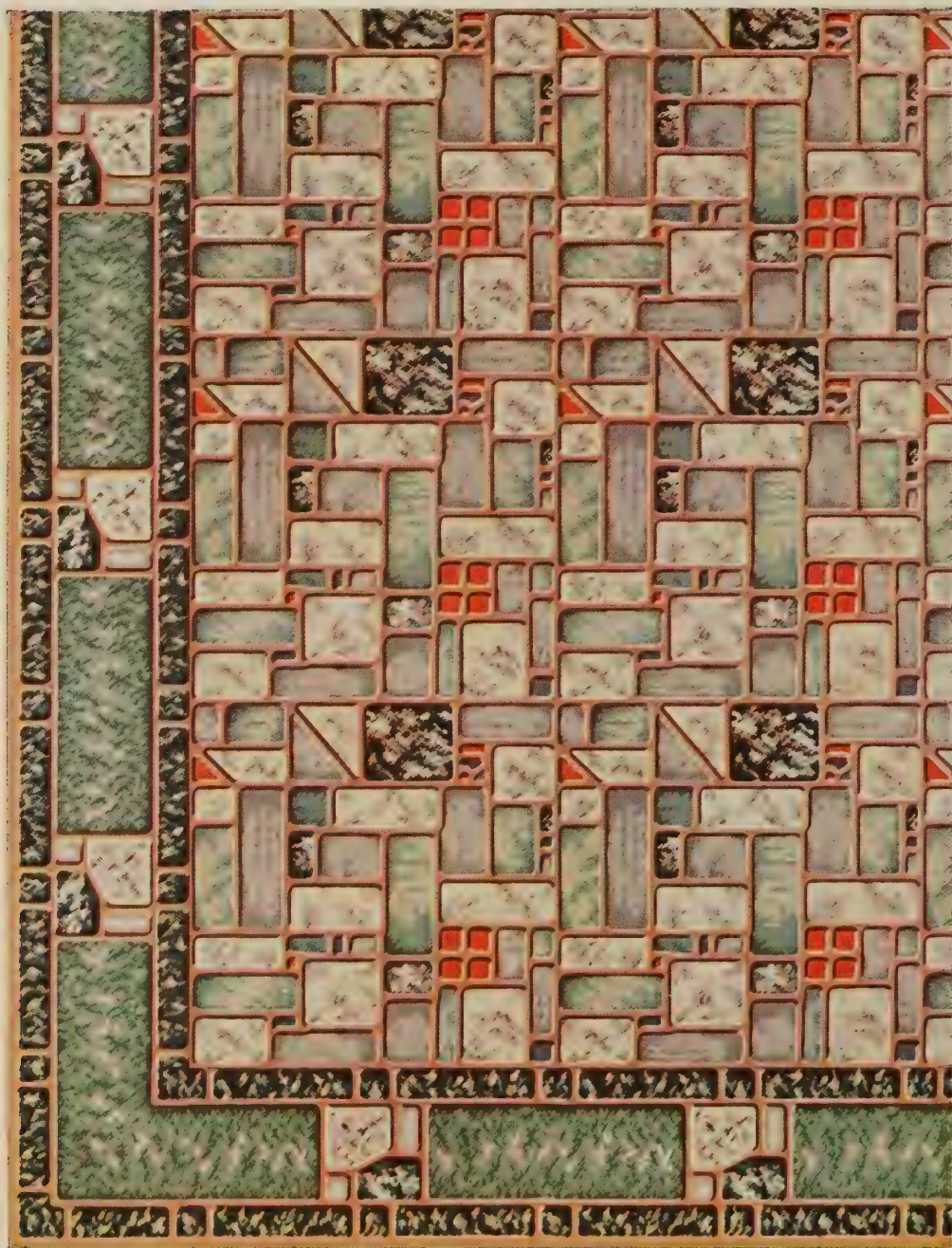


PATTERN No. 406—"WOOLWICH"

9 x 15 feet—Code: Woolfield	9 x 9 feet—Code: Woolville
9 x 12 feet—Code: Woolhurst	7½ x 9 feet—Code: Woolside
9 x 10½ feet—Code: Wooldale	6 x 9 feet—Code: Woolwood

Illustration 1/9 scale.





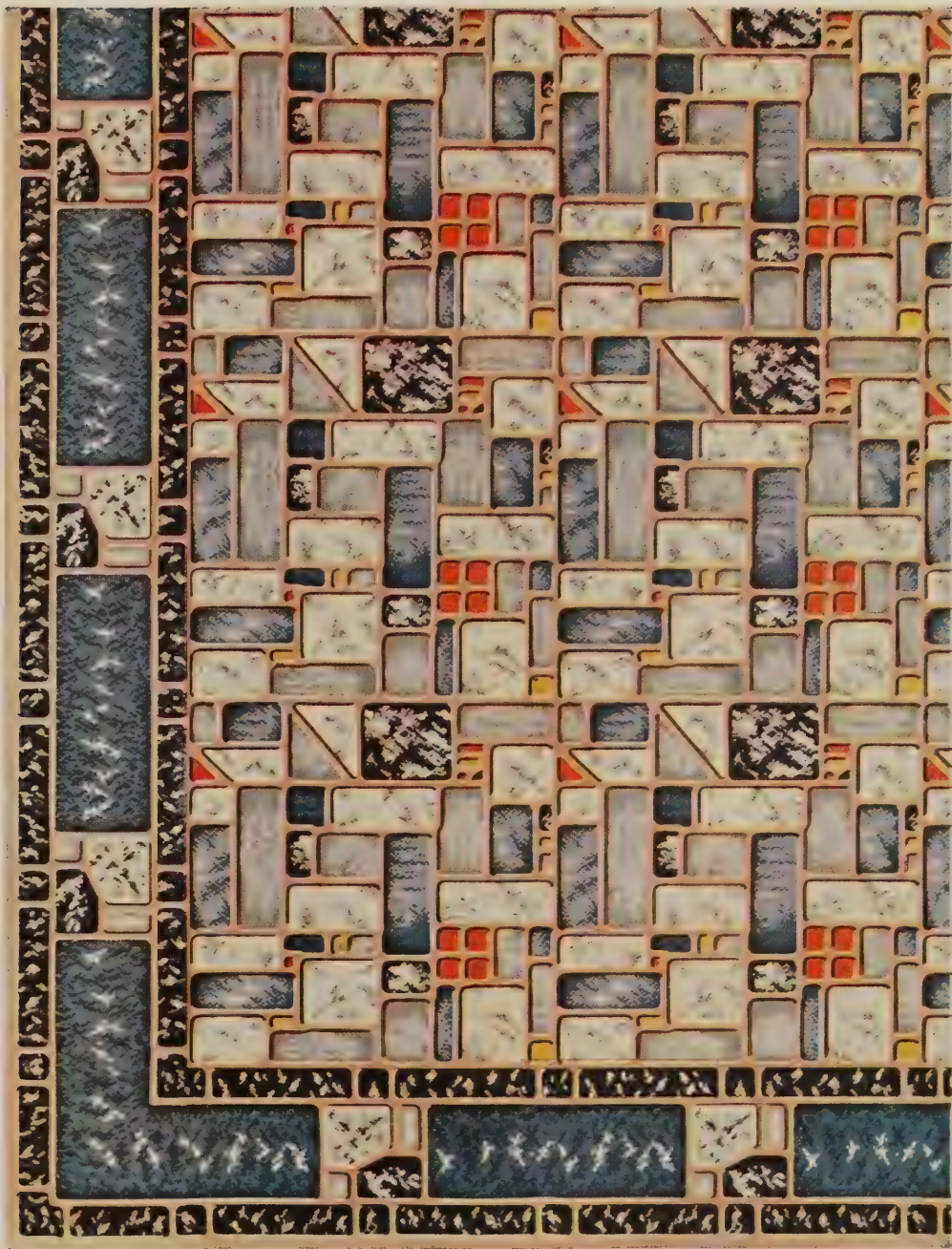
PATTERN No. 409—"MEDBURY"

9 x 12 feet—Medhurst
9 x 15 feet—Medfield
3 x 6 feet—Medford

9 x 9 feet—Medville
9 x 10½ feet—Meddale
3 x 4½ feet—Medview

6 x 9 feet—Medwood
7½ x 9 feet—Medside
1½ x 3 feet—Meddell

Illustration 1/9 scale.



PATTERN No. 410—"DABNEY"

9 x 12 feet—Dabhurst
9 x 15 feet—Dabfield
3 x 6 feet—Dabford

9 x 9 feet—Dabville
9 x 10½ feet—Dabdale
3 x 4½ feet—Dabview

6 x 9 feet—Dabwood
7½ x 9 feet—Dabside
1½ x 3 feet—Dabdell

Illustration 1/9 scale.



CONGOLEUM GOLD SEAL RUG



PATTERN No. 413—"PEIPING"

9 x 15 feet—Code: Pingfield

9 x 12 feet—Code: Pinghurst

9 x 10½ feet—Code: Pingdale

9 x 9 feet—Code: Pingville

7½ x 9 feet—Code: Pingside

6 x 9 feet—Code: Pingwood

Illustration 1/9 scale.

CONGOLEUM GOLD SEAL RUG



PATTERN No. 414—"MING"

9 x 15 feet—Code: Mingfield	9 x 9 feet—Code: Mingville
9 x 12 feet—Code: Minghurst	7½ x 9 feet—Code: Mingside
9 x 10½ feet—Code: Mingdale	6 x 9 feet—Code: Mingwood

Illustration 1/9 scale.



CONGOLEUM GOLD SEAL RUG



PATTERN No. 416—"FAIRFAX"

9 x 15 feet—Code: Fairfield

9 x 12 feet—Code: Fairhurst

9 x 10½ feet—Code: Faidale

9 x 9 feet—Code: Faiville

7½ x 9 feet—Code: Faiside

6 x 9 feet—Code: Faiwood

Illustration 1/9 scale.



CONGOLEUM GOLD SEAL RUG



PATTERN No. 418—"SMYRNA"

9 x 15 feet—Code: Smyrfield

9 x 12 feet—Code: Smyrhurst

9 x 10½ feet—Code: Smyrdales

9 x 9 feet—Code: Smyrville

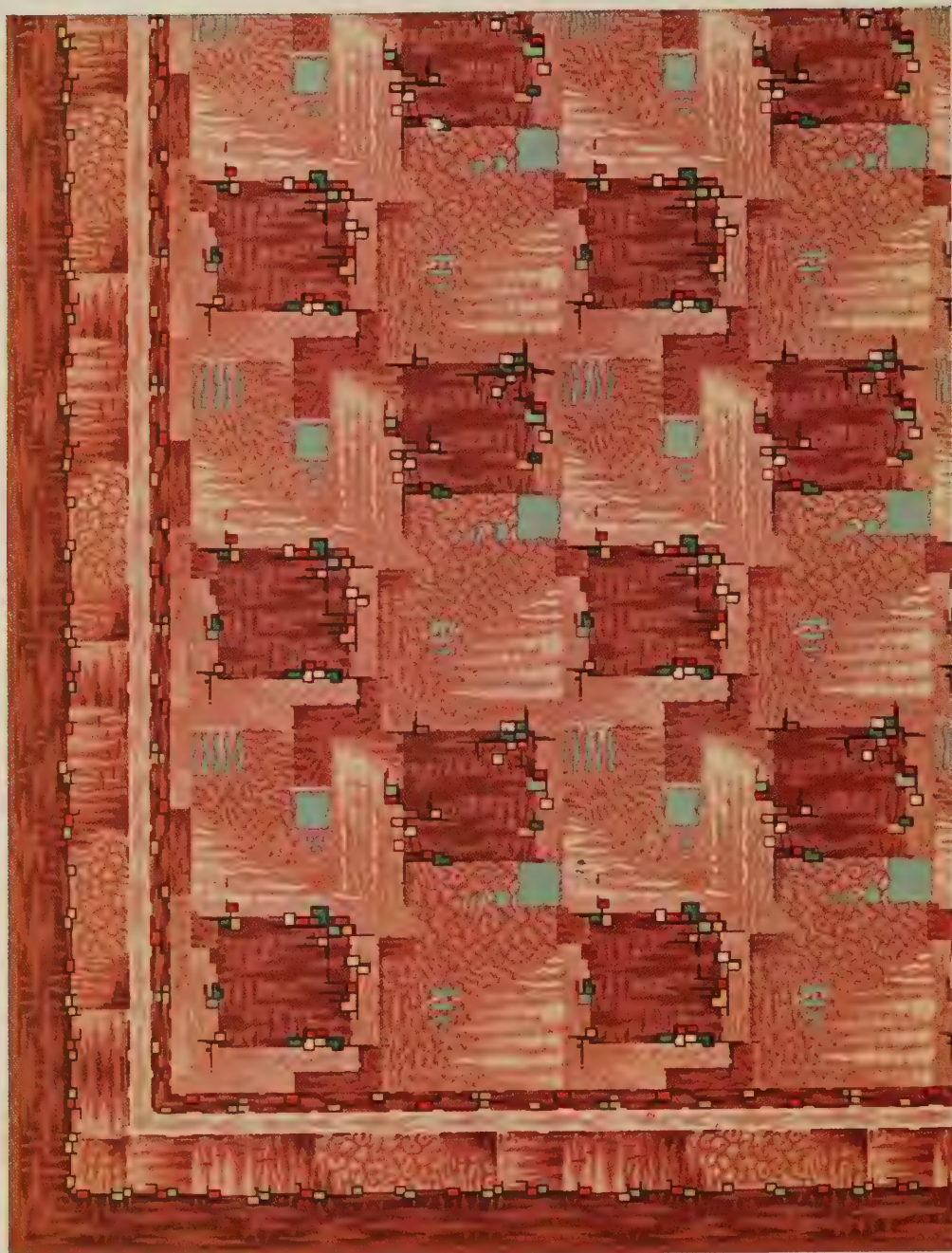
7½ x 9 feet—Code: Smyrside

6 x 9 feet—Code: Smyrwood

Illustration 1/9 scale.



CONGOLEUM GOLD SEAL RUG



PATTERN No. 421—"ROSEWOOD"

9 x 15 feet—Code: Rosefield

9 x 12 feet—Code: Rosehurst

9 x 10½ feet—Code: Rosedale

9 x 9 feet—Code: Roseville

7½ x 9 feet—Code: Roseside

6 x 9 feet—Code: Rosewood

Illustration 1/9 scale.

CONGOLEUM GOLD SEAL RUG



PATTERN No. 422—"HOMESPUN"

9 x 15 feet—Code: Homefield	9 x 9 feet—Code: Homeville
9 x 12 feet—Code: Homehurst	7½ x 9 feet—Code: Homeside
9 x 10½ feet—Code: Homedale	6 x 9 feet—Code: Homewood

Illustration 1/9 scale.



CONGOLEUM GOLD SEAL RUG



PATTERN No. 426—"ARAZZO"

9 x 15 feet—Code: Arafeld

9 x 12 feet—Code: Arahurst

9 x 10½ feet—Code: Aradale

9 x 9 feet—Code: Araville

7½ x 9 feet—Code: Araside

6 x 9 feet—Code: Arawood

Illustration 1/9 scale.

CONGOLEUM GOLD SEAL RUG



PATTERN No. 427—"PARMA"

9 x 15 feet—Code: Parfield

9 x 12 feet—Code: Parhurst

9 x 10½ feet—Code: Pardale

9 x 9 feet—Code: Parville

7½ x 9 feet—Code: Parside

6 x 9 feet—Code: Parwood

Illustration 1/9 scale.



CONGOLEUM GOLD SEAL RUG



PATTERN No. 429—"PERSIA"

9 x 15 feet—Code: Perfield

9 x 12 feet—Code: Perhurst

9 x 10½ feet—Code: Perdale

9 x 9 feet—Code: Perville

7½ x 9 feet—Code: Perside

6 x 9 feet—Code: Perwood

Illustration 1/9 scale.

CONGOLEUM GOLD SEAL RUG



PATTERN No. 430—"TABOR"

9 x 15 feet—Code: Tabfield

9 x 12 feet—Code: Tabhurst

9 x 10½ feet—Code: Tabdale

9 x 9 feet—Code: Tabville

7½ x 9 feet—Code: Tabside

6 x 9 feet—Code: Tabwood

Illustration 1/9 scale.



CONGOLEUM GOLD SEAL RUG



PATTERN No. 431—"CARAVAN"

9 x 15 feet—Code: Carfield

9 x 12 feet—Code: Carhurst

9 x 10½ feet—Code: Cardale

9 x 9 feet—Code: Carville

7½ x 9 feet—Code: Carside

6 x 9 feet—Code: Carwood

Illustration 1/9 scale.

CONGOLEUM GOLD SEAL RUG



PATTERN No. 433—"BRIELLE"

9 x 15 feet—Code: Brifield

9 x 12 feet—Code: Brihurst

9 x 10½ feet—Code: Bridale

9 x 9 feet—Code: Briville

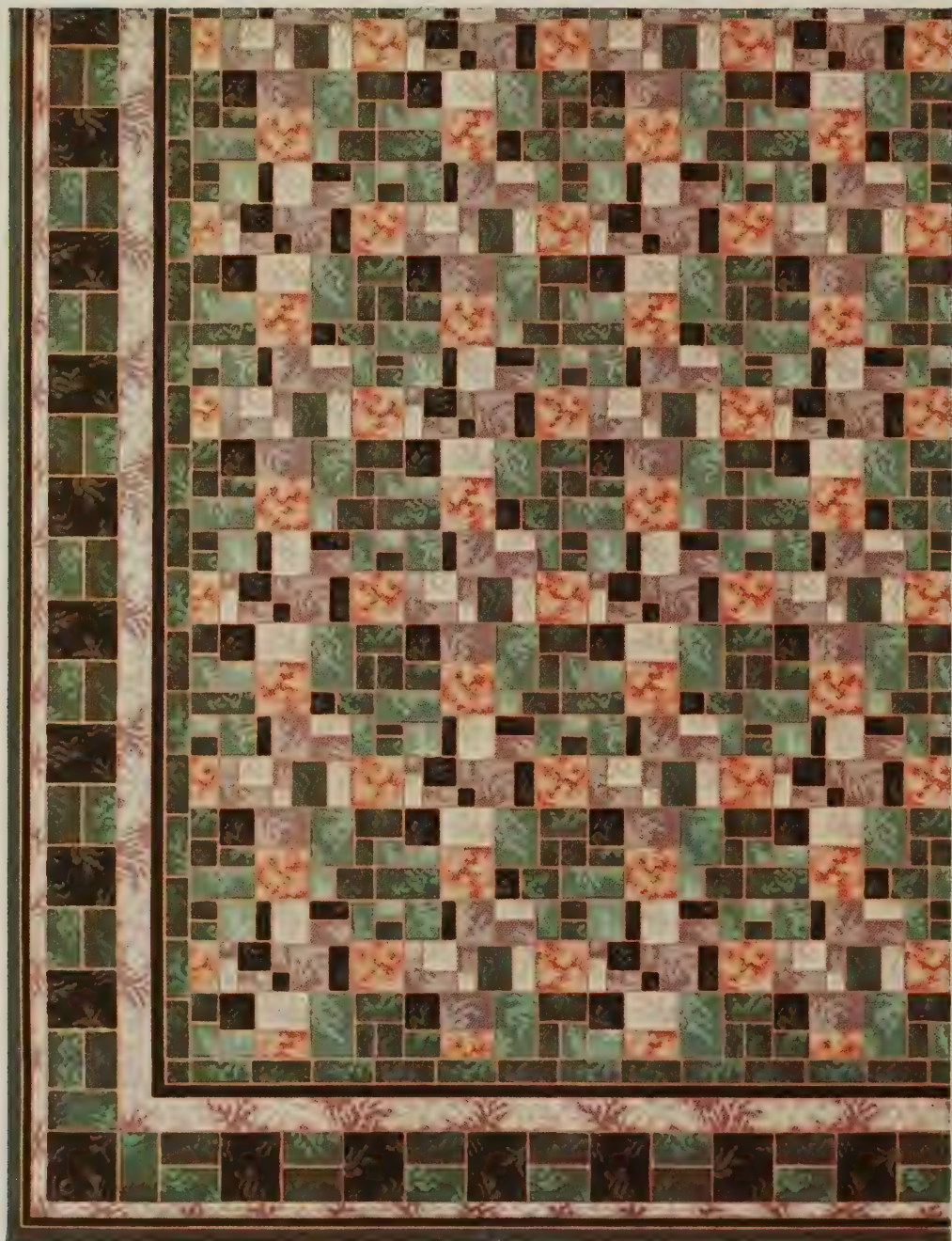
7½ x 9 feet—Code: Briside

6 x 9 feet—Code: Briwood

Illustration 1/9 scale.



CONGOLEUM GOLD SEAL RUG



PATTERN No. 434—"NARDEN"

9 x 15 feet—Code: Narfield

9 x 12 feet—Code: Narhurst

9 x 10½ feet—Code: Nardale

9 x 9 feet—Code: Narville

7½ x 9 feet—Code: Narside

6 x 9 feet—Code: Narwood

Illustration 1/9 scale.

SEGREGATION MEANS QUICKER SALES— LARGER PROFITS

"SHOW ME A CONGOLEUM RUG, PLEASE"—that's what 9 out of 10 women who enter your floor-covering department say. The sale is half made, if your salesmen can lead each customer to a Segregated Display of Congoleum Gold Seal Rugs!

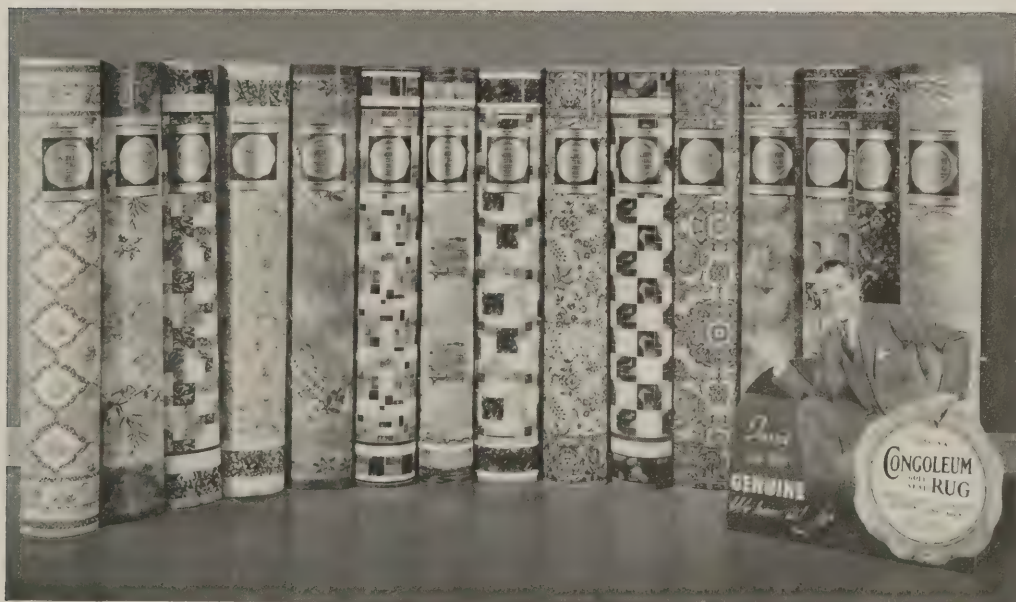
Why? Because the sight of the famous Gold Seal guarantee on each rug in the display gives her immediate confidence in your merchandise. For years of consistent and heavy advertising have established style and quality leadership for genuine Congoleum.

The well displayed patterns get her interest immediately—sell themselves. Stop her from "shopping around." Stop "price" arguments.

Your salesmen need not waste time showing numerous patterns from different locations in the department. Each rug carries a special Segregated Display label, telling name, number and sizes available—another time-saver. In most cases the sale can be closed quickly.

. . . and a Segregated Display saves valuable space, too, for only half-size "display rugs" are needed on the floor.

Remember, every time you sell a genuine Congoleum Gold Seal Rug you increase your unit sale. Thousands of floor-covering merchants report that a year-round Segregated Display produces this profitable result.



NAIRN FELT BASE RUG



PATTERN No. 750



9 x 15 feet—Code: Dacafeld

9 x 12 feet—Code: Dacahurst

9 x 10½ feet—Code: Dacadale

9 x 9 feet—Code: Dacaville

7½ x 9 feet—Code: Dacaside

6 x 9 feet—Code: Dacawood

Illustration 1/9 scale.



PATTERN No. 751

9 x 15 feet—Code: Dalefield	9 x 9 feet—Code: Daleville
9 x 12 feet—Code: Dalehurst	7½ x 9 feet—Code: Daleside
9 x 10½ feet—Code: Daledale	6 x 9 feet—Code: Dalewood

Illustration 1/9 scale.





PATTERN No. 752



9 x 15 feet—Code: Danifield

9 x 12 feet—Code: Danihurst

9 x 10½ feet—Code: Danidale

9 x 9 feet—Code: Daniville

7½ x 9 feet—Code: Daniside

6 x 9 feet—Code: Daniwood

Illustration 1/9 scale.

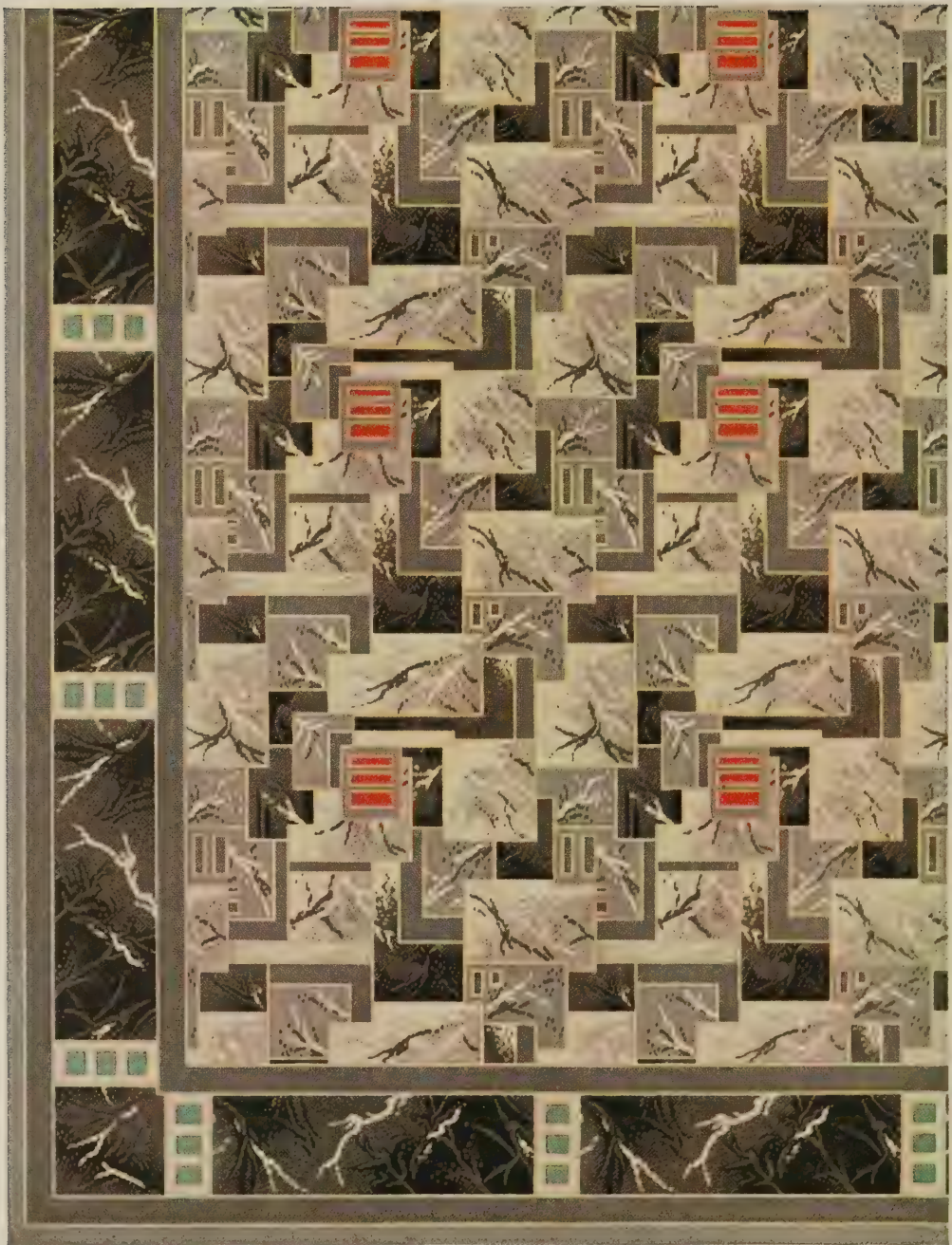


PATTERN No. 753

9 x 15 feet—Code: Datofield	9 x 9 feet—Code: Datoville
9 x 12 feet—Code: Datohurst	7½ x 9 feet—Code: Datoside
9 x 10½ feet—Code: Datodale	6 x 9 feet—Code: Datowood

Illustration 1/9 scale.





PATTERN No. 754



9 x 15 feet—Code: Daubfield

9 x 12 feet—Code: Daubhurst

9 x 10½ feet—Code: Daubdale

9 x 9 feet—Code: Daubville

7½ x 9 feet—Code: Daubside

6 x 9 feet—Code: Daubwood

Illustration 1/9 scale.



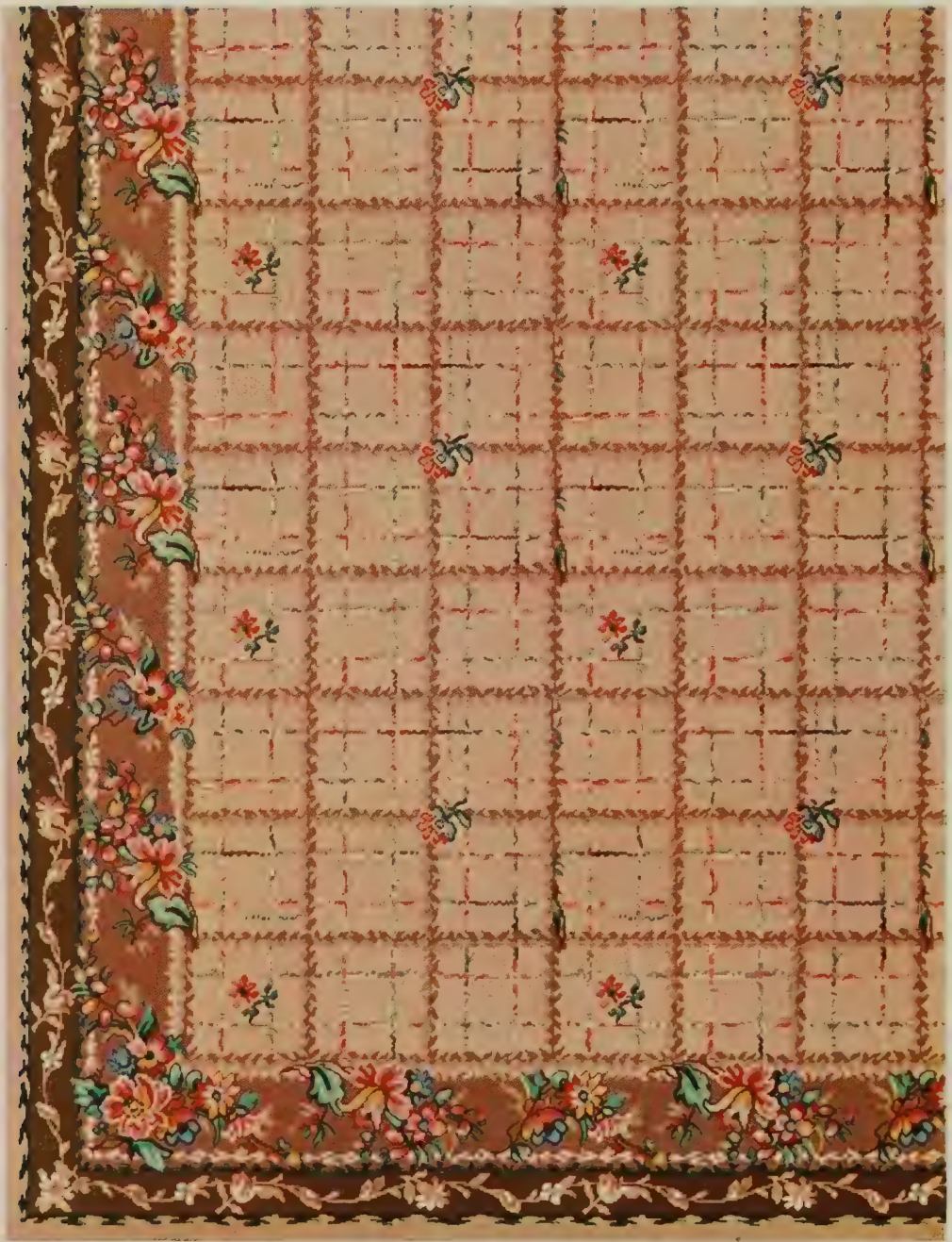
PATTERN No. 755

9 x 15 feet—Code: Debufield	9 x 9 feet—Code: Debuville
9 x 12 feet—Code: Debuhurst	7½ x 9 feet—Code: Debuside
9 x 10½ feet—Code: Debudale	6 x 9 feet—Code: Debuwood

Illustration 1/9 scale.



NAIRN FELT BASE RUG



PATTERN No. 756



9 x 15 feet—Code: Decofield

9 x 12 feet—Code: Decohurst

9 x 10½ feet—Code: Decodale

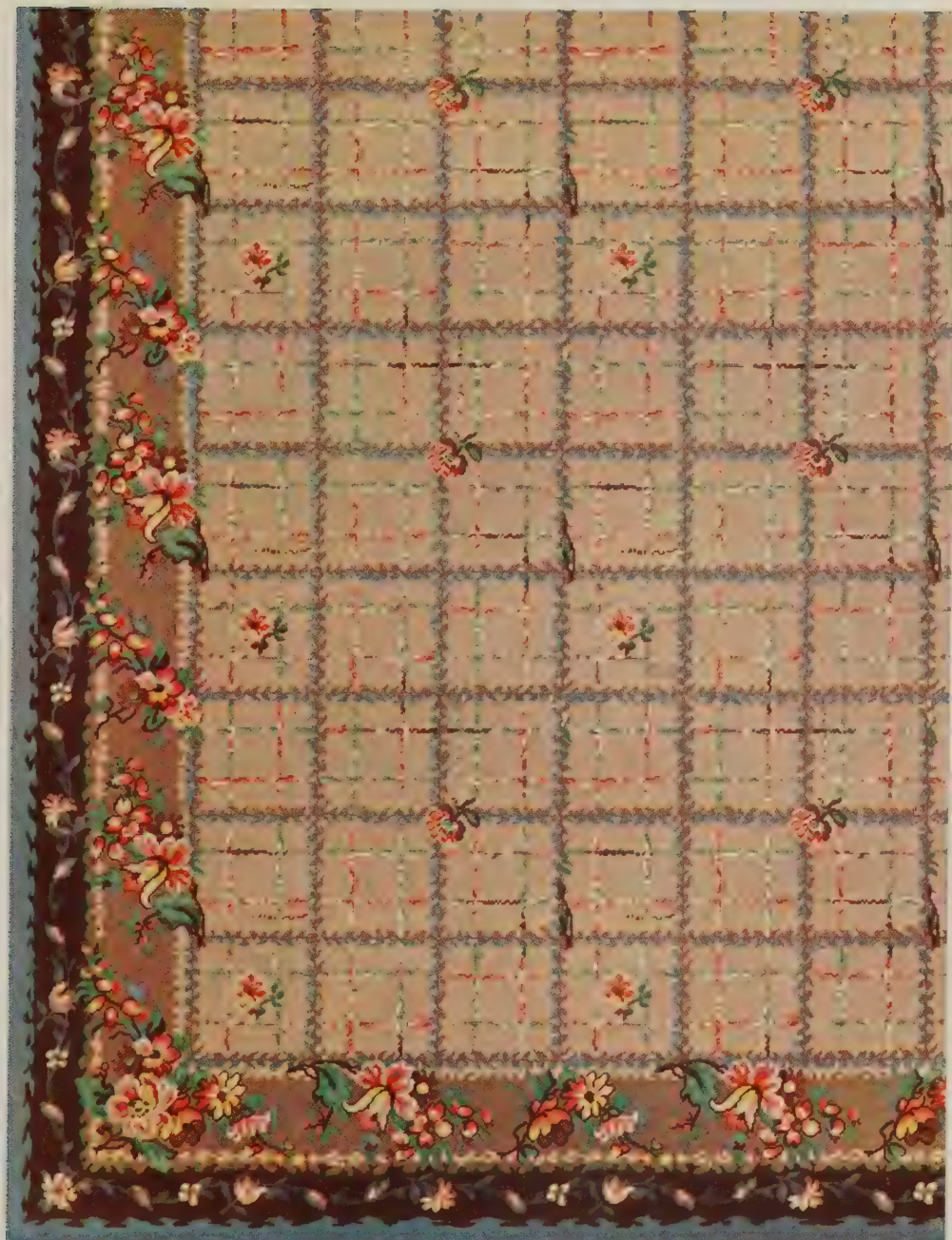
9 x 9 feet—Code: Decoville

7½ x 9 feet—Code: Decoside

6 x 9 feet—Code: Decowood

Illustration 1/9 scale.

NAIRN FELT BASE RUG



PATTERN No. 757

9 x 15 feet—Code: Deepfield

9 x 12 feet—Code: Deephurst

9 x 10½ feet—Code: Deepdale

9 x 9 feet—Code: Deepville

7½ x 9 feet—Code: Deepside

6 x 9 feet—Code: Deepwood



Illustration 1/9 scale.

NAIRN FELT BASE RUG



PATTERN No. 758



9 x 15 feet—Code: Demifield

9 x 12 feet—Code: Demihurst

9 x 10½ feet—Code: Demidale

9 x 9 feet—Code: Demiville

7½ x 9 feet—Code: Demiside

6 x 9 feet—Code: Demiwood

Illustration 1/9 scale.

NAIRN FELT BASE RUG



PATTERN No. 759

9 x 15 feet—Code: Denufield	9 x 9 feet—Code: Denuville
9 x 12 feet—Code: Denuhurst	7½ x 9 feet—Code: Denuside
9 x 10½ feet—Code: Denudale	6 x 9 feet—Code: Denuwood

Illustration 1/9 scale.





For rooms where a wall-to-wall floor treatment is desired, recommend, for real economy and service, a sturdy, colorful pattern in Congoleum Gold Seal By-the-Yard. The cheerful tile design shown in the illustration above is pattern No. 855 and is available in both the two yard and three yard widths.

CONGOLEUM GOLD SEAL BY-THE-YARD

UNDOUBTEDLY, the highest quality, best known and fastest selling felt base merchandise on the market! Congoleum By-the-Yard is styled by experts to meet the demands of your trade.

It is made by exactly the same processes as the famous Congoleum Gold Seal Rugs. It carries the same famous Gold Seal guarantee of satisfaction or money back.

Six sparkling new patterns have been added to the line. These include two crisp, modern tiles, two scatter tiles and a textured, carpet effect.

There is also a hooked effect in a bordered formation, designed so it may be readily cut into various shapes to form rugs for almost any space requirement. See page 209.



PATTERN No. 992—2 yards wide

PATTERN No. 992—3 yards wide

Actual size of tiles: $4\frac{1}{2}$ " x $4\frac{1}{2}$ ".

Code: Radio

Code: Radioex



CONGOLEUM GOLD SEAL BY-THE-YARD



PATTERN No. 818—2 yards wide

PATTERN No. 818—3 yards wide

Code: Ren

Code: Renex

Illustration $\frac{1}{4}$ scale.

CONGOLEUM GOLD SEAL BY-THE-YARD



PATTERN No. 819—2 yards wide

PATTERN No. 819—3 yards wide

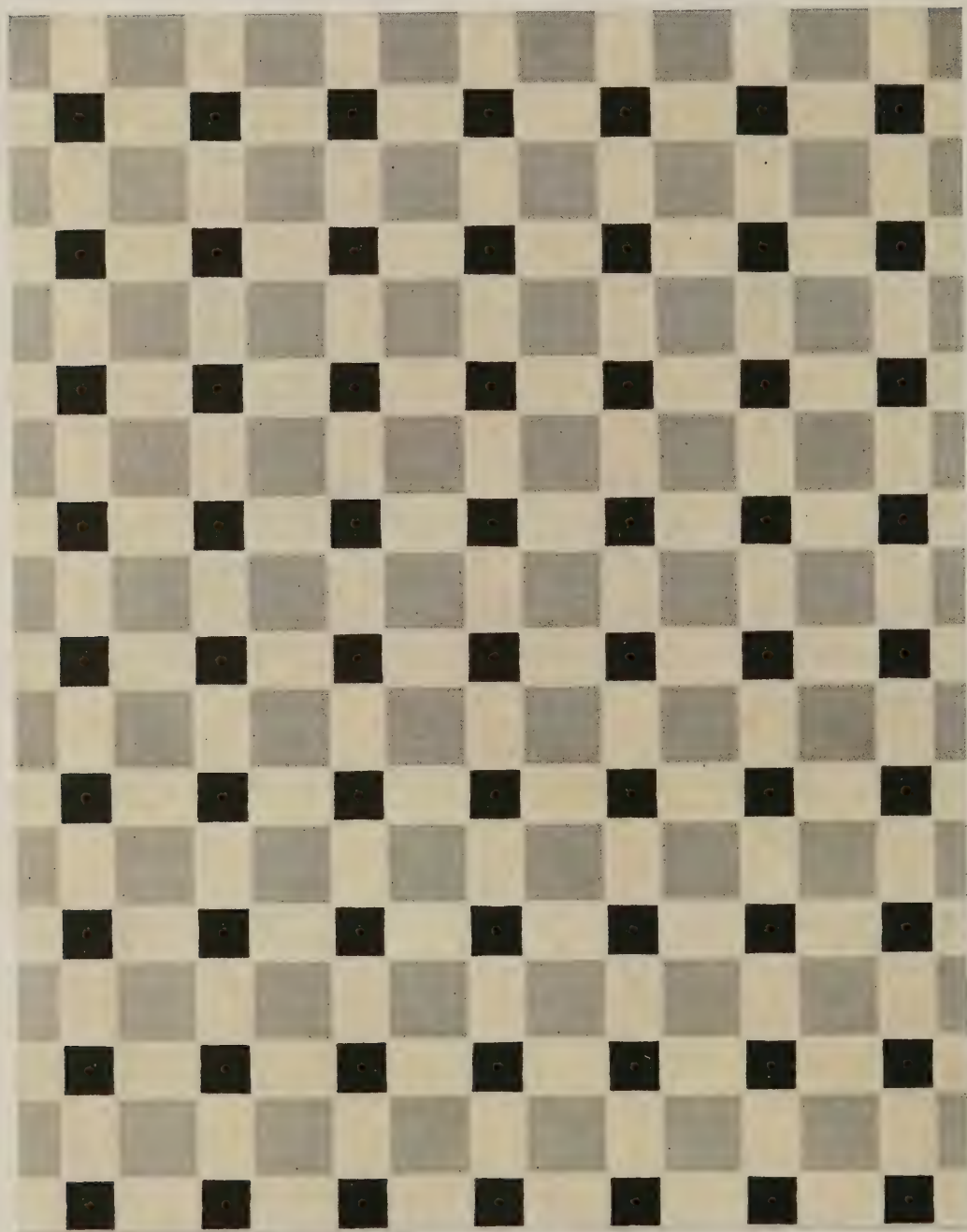
Illustration $\frac{1}{4}$ scale.

Code: Ram

Code: Ramex



CONGOLEUM GOLD SEAL BY-THE-YARD



PATTERN No. 838—2 yards wide

Code: Rap

Actual size of black tile: $1\frac{1}{8}$ " x $1\frac{1}{8}$ ".

CONGOLEUM GOLD SEAL BY-THE-YARD



PATTERN No. 852—2 yards wide

PATTERN No. 852—3 yards wide

Actual size of large black tile: $3\frac{5}{8}'' \times 3\frac{5}{8}''$.

Code: Reid

Code: Reidex



CONGOLEUM GOLD SEAL BY-THE-YARD



PATTERN No. 853—2 yards wide

PATTERN No. 853—3 yards wide

Actual size of large black tile: $3\frac{5}{8}'' \times 3\frac{5}{8}''$.

Code: Rolf

Code: Rolfex

CONGOLEUM GOLD SEAL BY-THE-YARD



PATTERN No. 854—2 yards wide

PATTERN No. 854—3 yards wide

Illustration $\frac{1}{4}$ scale.

Code: Roper

Code: Roperex



CONGOLEUM GOLD SEAL BY-THE-YARD



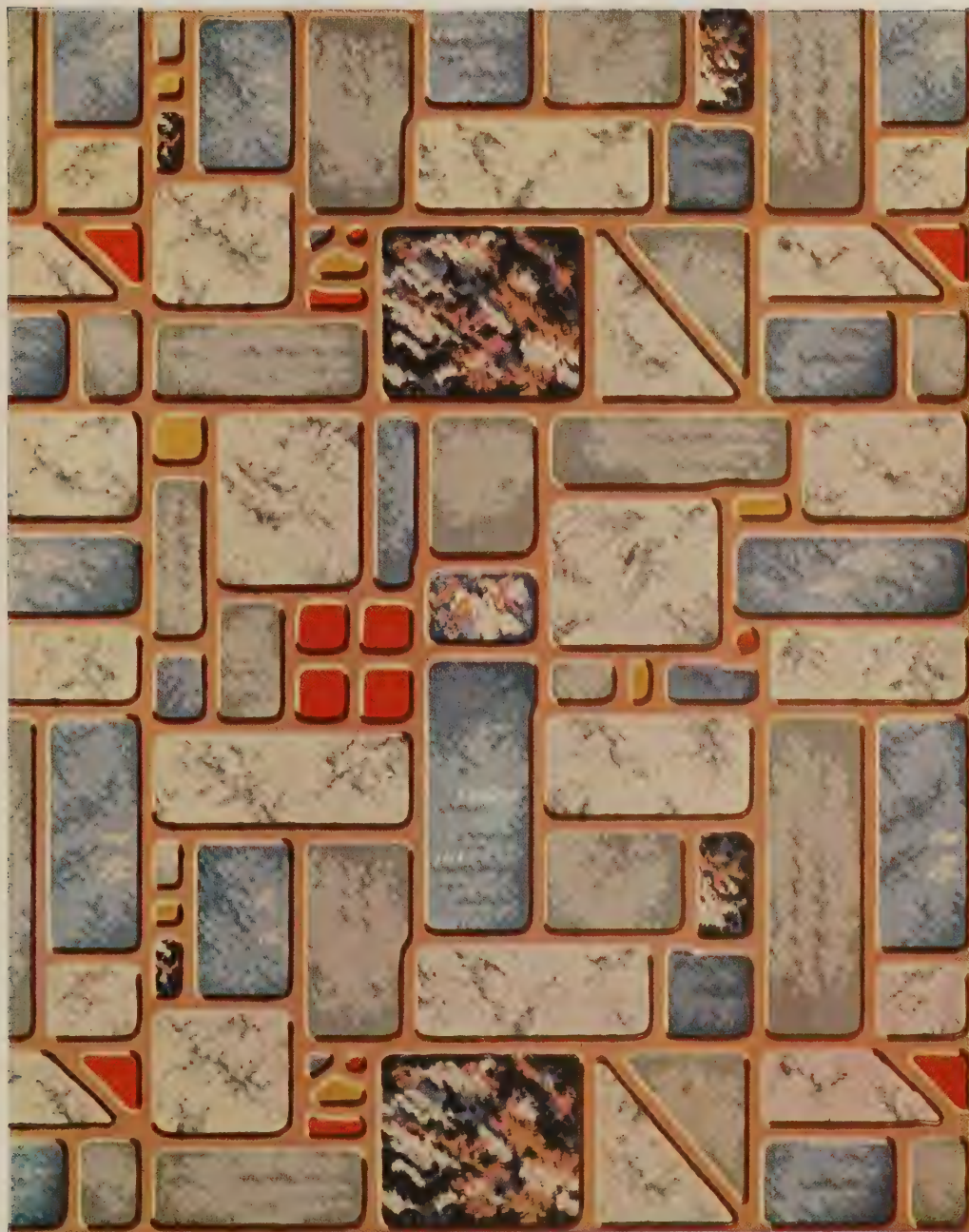
PATTERN No. 855—2 yards wide

PATTERN No. 855—3 yards wide

Illustration $\frac{1}{4}$ scale.

Code: Ruger

Code: Rugerex



PATTERN No. 856—2 yards wide

PATTERN No. 856—3 yards wide

Illustration $\frac{1}{4}$ scale.

Code: Relief

Code: Reliefex



CONGOLEUM GOLD SEAL BY-THE-YARD



PATTERN No. 857—2 yards wide

PATTERN No. 857—3 yards wide

Actual size of largest tile: $3\frac{3}{4}" \times 3\frac{3}{4}"$.

Code: Ramsay

Code: Ramsayex

CONGOLEUM GOLD SEAL BY-THE-YARD



PATTERN No. 858—2 yards wide

PATTERN No. 858—3 yards wide

Actual size of largest tile: $3\frac{3}{4}$ " x $3\frac{3}{4}$ ".

Code: Ramney

Code: Ramneyex



CONGOLEUM GOLD SEAL BY-THE-YARD



PATTERN No. 860—2 yards wide

PATTERN No. 860—3 yards wide

Code: Raskin

Code: Raskinex

Illustration $\frac{1}{4}$ scale.

CONGOLEUM GOLD SEAL BY-THE-YARD



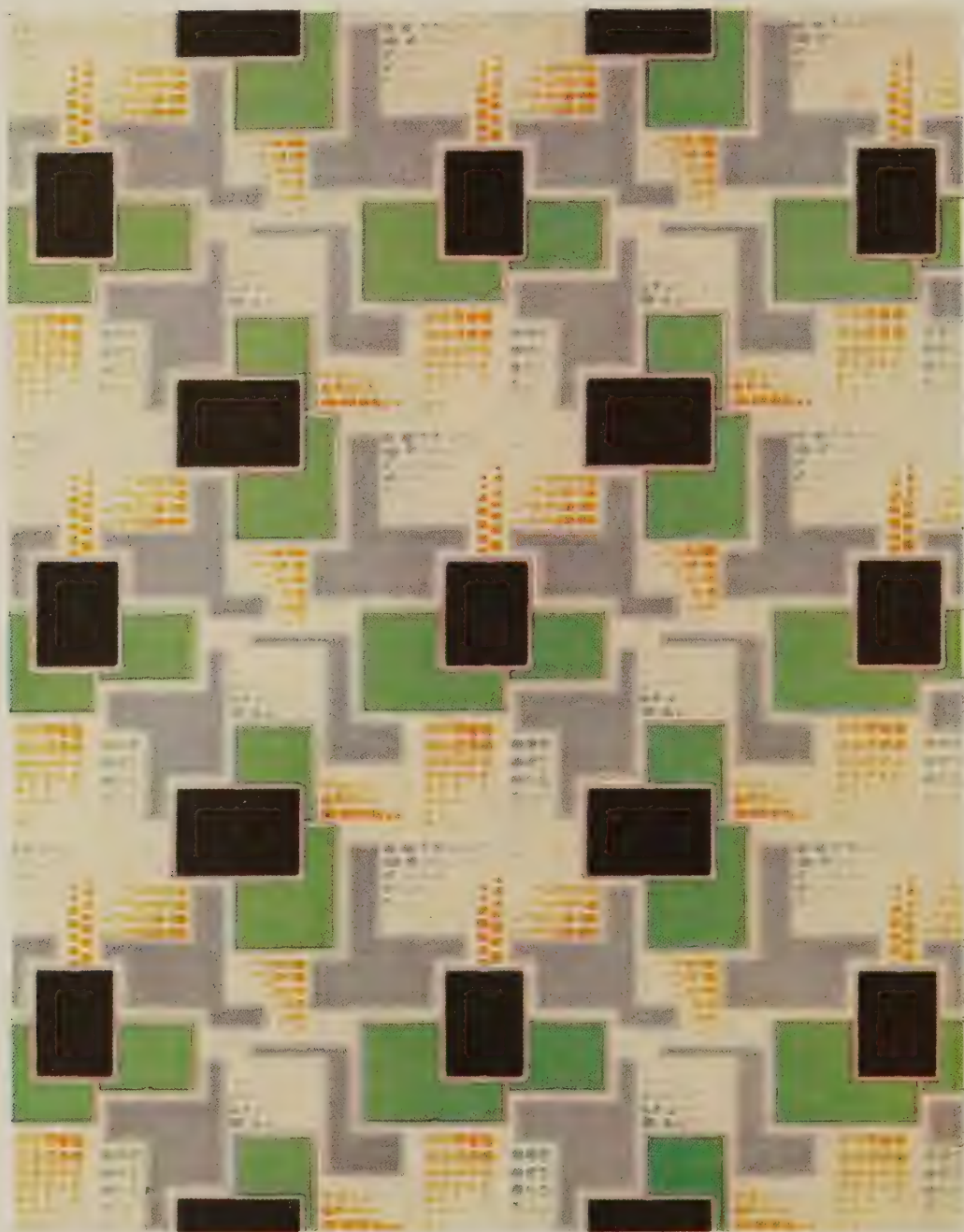
PATTERN No. 863—2 yards wide

Code: Regal

Actual size of tile: $4\frac{1}{2}'' \times 4\frac{1}{2}''$.



CONGOLEUM GOLD SEAL BY-THE-YARD



PATTERN No. 868—2 yards wide

Code: Roster

Illustration $\frac{1}{4}$ scale.

CONGOLEUM GOLD SEAL BY-THE-YARD



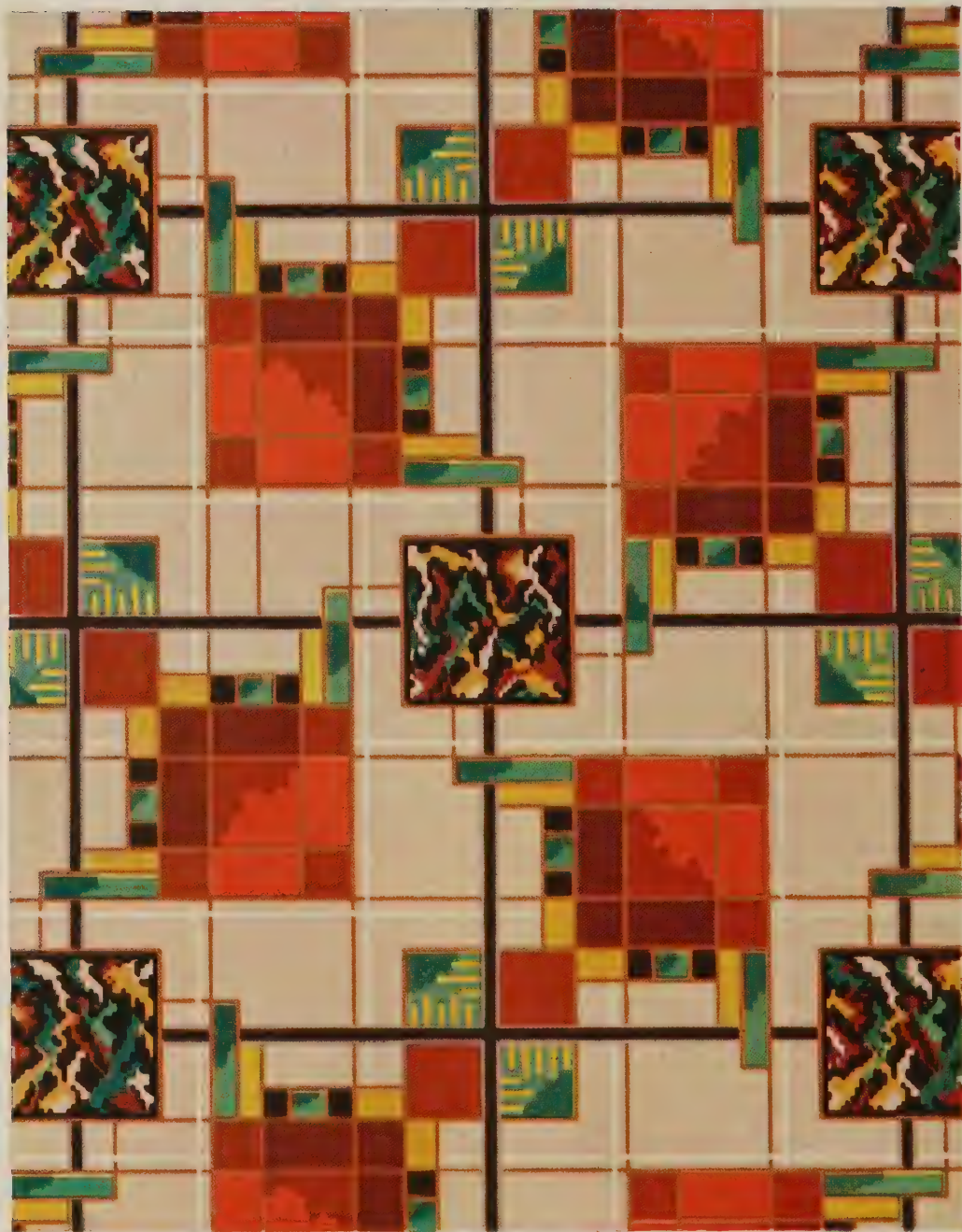
PATTERN No. 869—2 yards wide

Code: Rall

Illustration $\frac{1}{4}$ scale.



CONGOLEUM GOLD SEAL BY-THE-YARD



PATTERN No. 871—2 yards wide

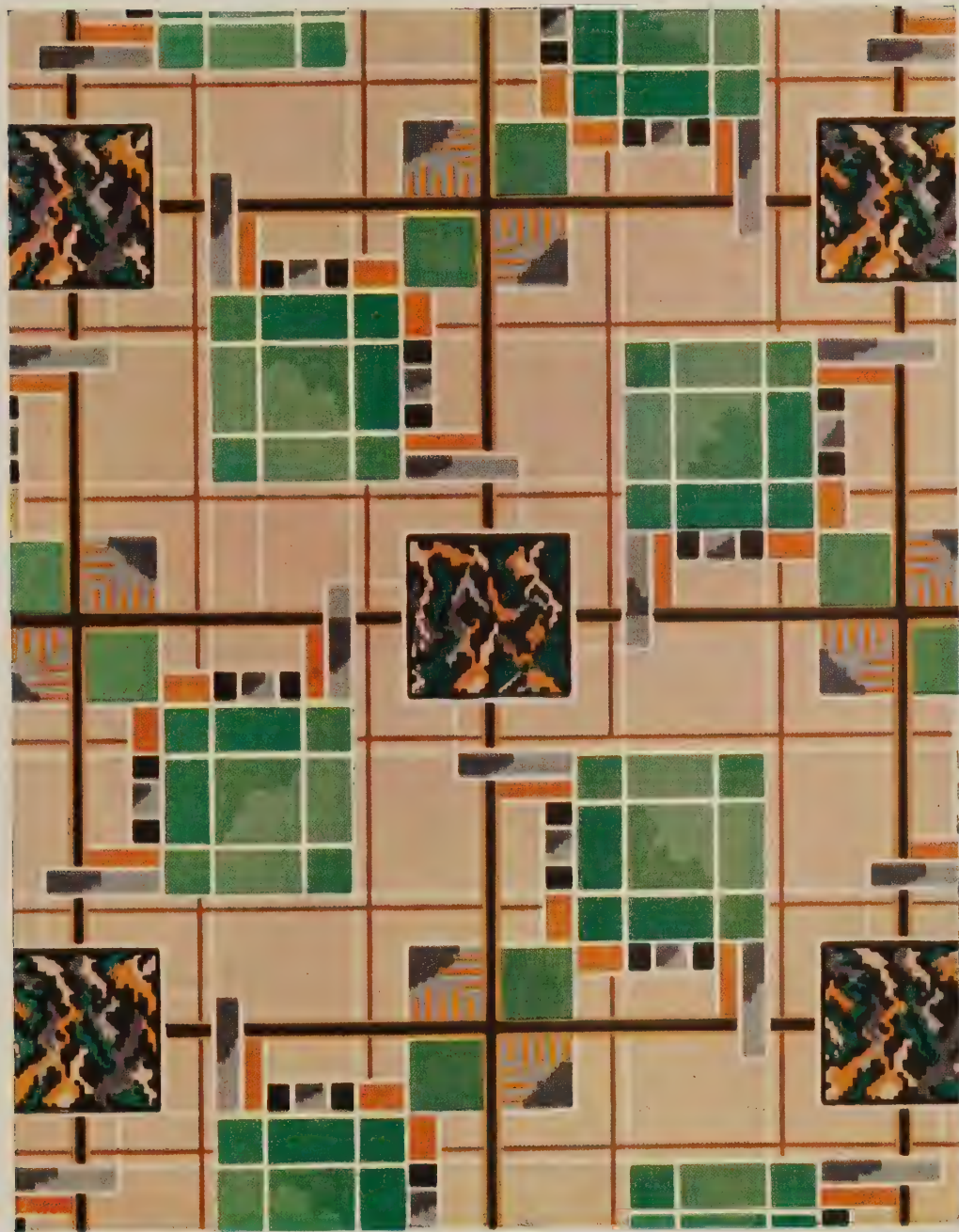
PATTERN No. 871—3 yards wide

Illustration $\frac{1}{4}$ scale.

Code: Racin

Code: Racinex

CONGOLEUM GOLD SEAL BY-THE-YARD



PATTERN No. 872—2 yards wide

PATTERN No. 872—3 yards wide

Illustration $\frac{1}{4}$ scale.

Code: Radborn

Code: Radbornex



CONGOLEUM GOLD SEAL BY-THE-YARD



PATTERN No. 874—2 yards wide

Code: Ralston

Illustration $\frac{1}{4}$ scale.

CONGOLEUM GOLD SEAL BY-THE-YARD



PATTERN No. 880—2 yards wide

PATTERN No. 880—3 yards wide

Actual size of tiles: $4\frac{1}{2}$ " x $4\frac{1}{2}$ ".

Code: Rabo

Code: Raboex



CONGOLEUM GOLD SEAL BY-THE-YARD



PATTERN No. 881—2 yards wide

PATTERN No. 881—3 yards wide

Actual size of tiles: $4\frac{1}{2}$ " x $4\frac{1}{2}$ ".

Code: Racey

Code: Raceyex

CONGOLEUM GOLD SEAL BY-THE-YARD



PATTERN No. 885—2 yards wide

PATTERN No. 885—3 yards wide

Illustration $\frac{1}{4}$ scale.

Code: Rada

Code: Radaex



CONGOLEUM GOLD SEAL BY-THE-YARD



PATTERN No. 887—2 yards wide

PATTERN No. 887—3 yards wide

Code: Radu

Code: Raduex

Illustration $\frac{1}{4}$ scale.

CONGOLEUM GOLD SEAL BY-THE-YARD



PATTERN No. 888—2 yards wide

PATTERN No. 888—3 yards wide

Actual size of largest square tile: $2\frac{1}{2}'' \times 2\frac{1}{2}''$.

Code: Rader

Code: Raderex



CONGOLEUM GOLD SEAL BY-THE-YARD



PATTERN No. 889—2 yards wide

Code: Radwin

PATTERN No. 889—3 yards wide

Code: Radwinex

Actual size of largest square tile: $2\frac{1}{2}'' \times 2\frac{1}{2}''$.

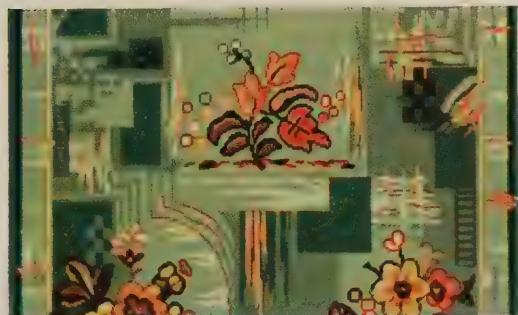
CONGOLEUM GOLD SEAL HALL RUNNER



PATTERN No. 160

24 inches wide.

Code: Nikolet



PATTERN No. 161

24 inches wide.

Code: Nicaret

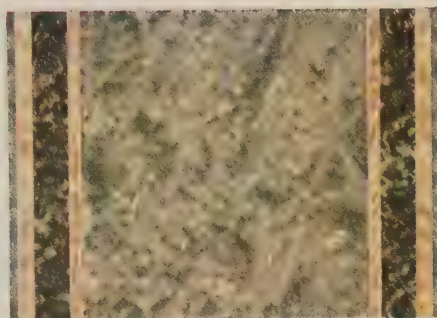


PATTERN No. 162

24 inches wide.

Code: Niponet

A sharp increase in demand was registered during the past year for this high-class bordered roll merchandise of genuine Congoleum quality! Every floor-covering department needs a complete assortment of designs in Congoleum Gold Seal Hall Runner.



PATTERN No. 155

24 inches wide.

Code: Nixonet

36 inches wide.

Code: Nixon



PATTERN No. 156

24 inches wide.

Code: Noblet

36 inches wide.

Code: Noble

CONGOLEUM RUG BORDER

CONGOLEUM RUG BORDER offers the most realistic natural wood effects in this type of merchandise. Two narrow plank designs are offered this year—one in dark oak and one in light oak. There are also two parquet patterns, one with a border and one without.



Dark Oak—Narrow Plank Design
No. 5324—24 inches wide—Code: Walk
No. 5336—36 inches wide—Code: Walker
No. 5372—72 inches wide—Code: Walkest



Light Oak—Narrow Plank Design
No. 5524—24 inches wide—Code: Wand
No. 5536—36 inches wide—Code: Wander
No. 5572—72 inches wide—Code: Wandest



Light Oak—Parquet with Border
No. 5724—24 inches wide—Code: Wick
No. 5736—36 inches wide—Code: Wicker



Dark Oak—Parquet without Border
No. 5924—24 inches wide—Code: Wit
No. 5936—36 inches wide—Code: Witer
No. 5972—72 inches wide—Code: Witest

CRESCENT FELT BASE RUGS

THE greatest care is taken in designing this line to meet the demands of your trade. Crescent Felt Base Rugs represent real value in their class—the most attractive merchandise in the low-price felt base field.

We have strengthened the line with five new patterns. These include two handsome floral designs with damask grounds—one tan with rose and green; the other, gray, with overlying design in rose and French blue. There are also two colorful, irregular tile patterns with simple band borders and an interesting textured effect.

Every floor-covering dealer needs this smartly styled line of low-priced rugs, backed by the reputation of the world's largest manufacturer of smooth-surface floor-covering.



PATTERN No. 0143

9 x 15 feet—Code: Canfield

9 x 12 feet—Code: Canhurst

9 x 10½ feet—Code: Candale

9 x 9 feet—Code: Canville

7½ x 9 feet—Code: Canside

6 x 9 feet—Code: Canwood

Illustration 1/9 scale.

CRESCENT

CRESCENT FELT BASE RUG



PATTERN No. 0144



9 x 15 feet—Code: Dunnfield

9 x 12 feet—Code: Dunnhurst

9 x 10½ feet—Code: Dunndale

9 x 9 feet—Code: Dunnville

7½ x 9 feet—Code: Dunnside

6 x 9 feet—Code: Dunnwood

Illustration 1/9 scale.



PATTERN No. 0148

9 x 15 feet—Code: Ashfield

9 x 12 feet—Code: Ashhurst

9 x 10½ feet—Code: Ashdale

9 x 9 feet—Code: Ashville

7½ x 9 feet—Code: Ashside

6 x 9 feet—Code: Ashwood

CRESCENT

Illustration 1/9 scale.

CRESCENT FELT BASE RUG



PATTERN No. 0149

CRESCENT

9 x 15 feet—Code: Clearfield

9 x 12 feet—Code: Clearhurst

9 x 10½ feet—Code: Cleardale

9 x 9 feet—Code: Clearville

7½ x 9 feet—Code: Clearside

6 x 9 feet—Code: Clearwood

Illustration 1/9 scale.

CRESCENT FELT BASE RUG



PATTERN No. 0150

9 x 15 feet—Code: Eastfield

9 x 12 feet—Code: Easthurst

9 x 10½ feet—Code: Eastdale

9 x 9 feet—Code: Eastville

7½ x 9 feet—Code: Eastside

6 x 9 feet—Code: Eastwood



Illustration 1/9 scale.

CRESCENT FELT BASE RUG



PATTERN No. 0158

CRESCENT

9 x 15 feet—Code: Bobfield

9 x 12 feet—Code: Bobhurst

9 x 10½ feet—Code: Bobdale

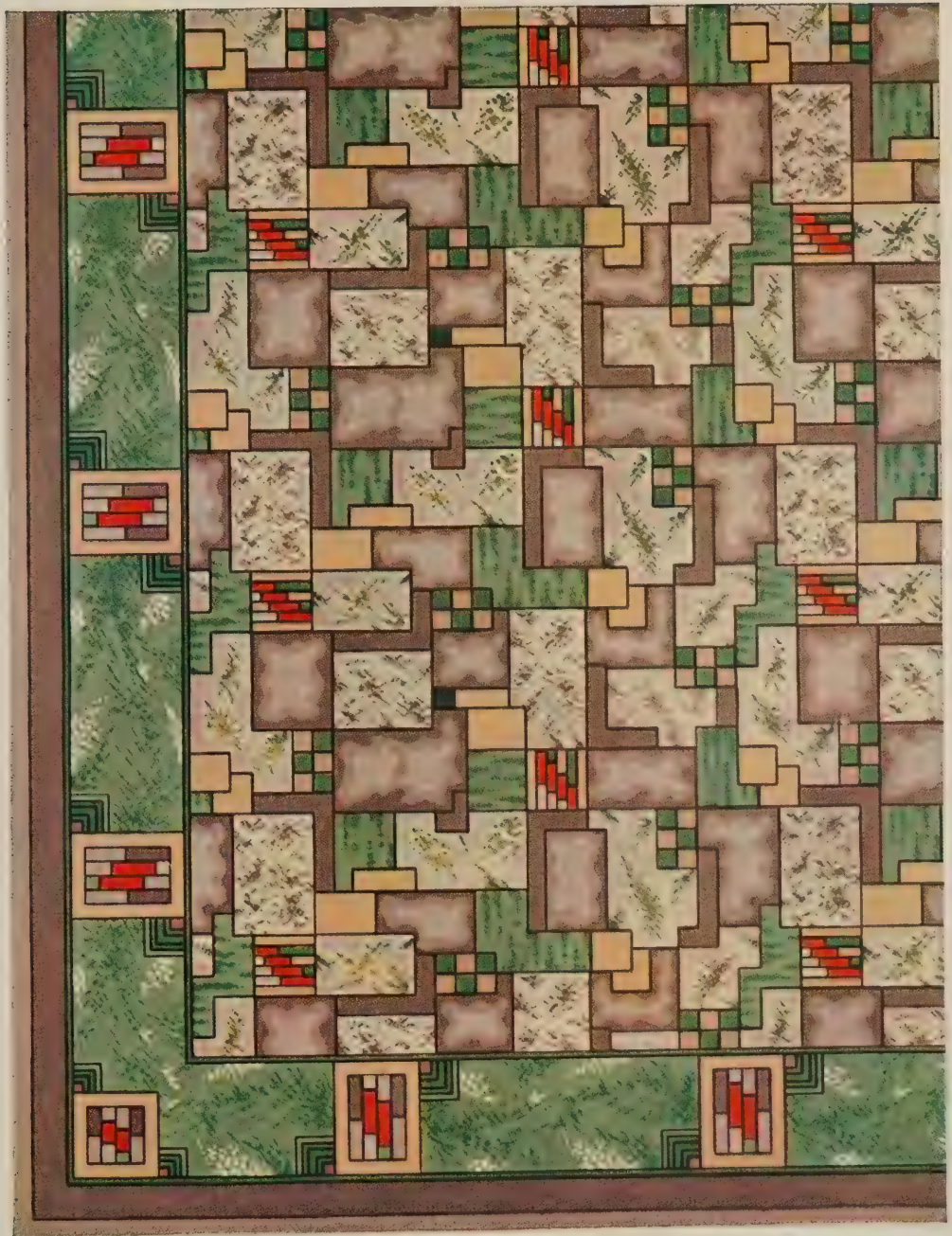
9 x 9 feet—Code: Bobville

7½ x 9 feet—Code: Bobside

6 x 9 feet—Code: Bobwood

Illustration 1/9 scale.

CRESCENT FELT BASE RUG



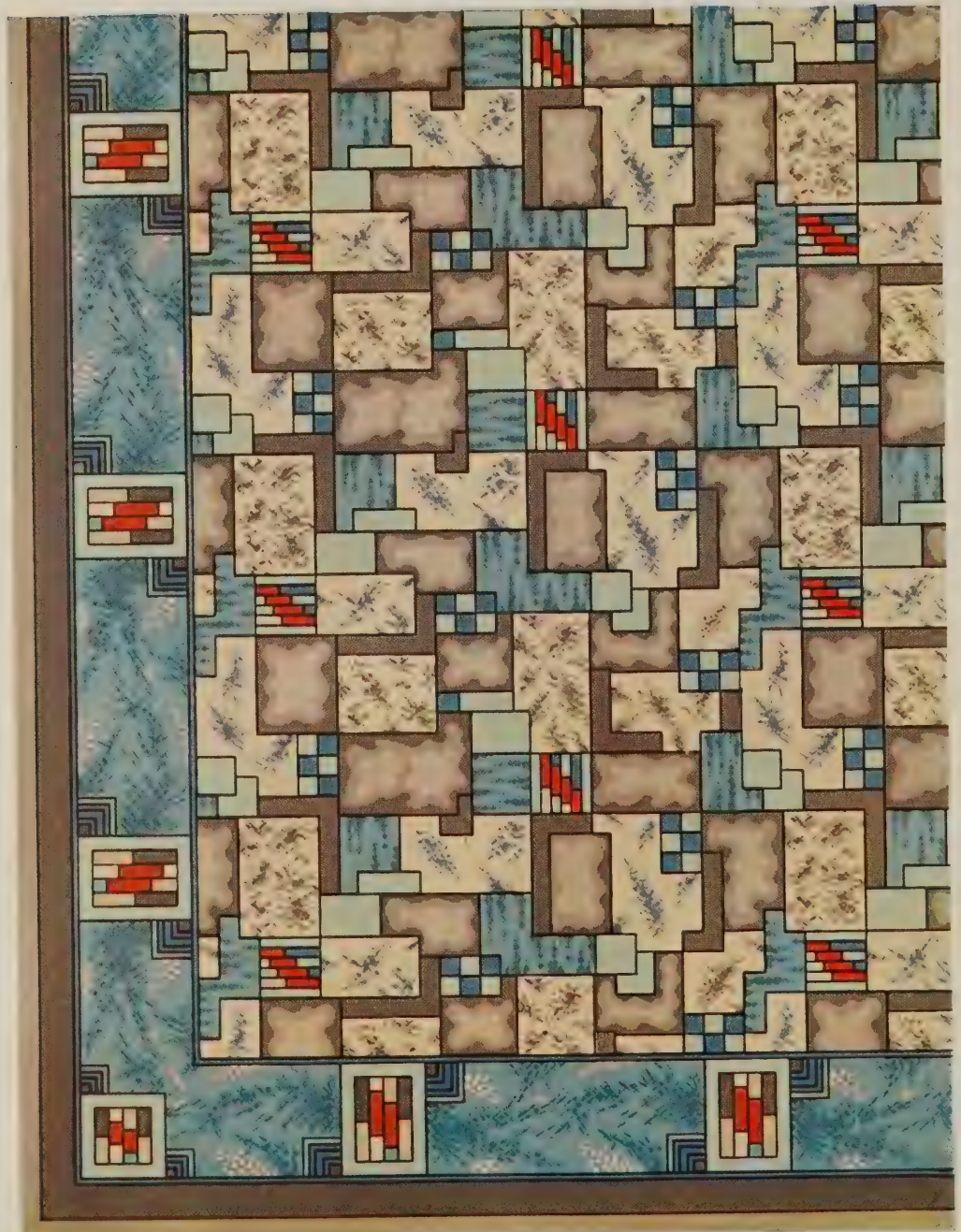
PATTERN No. 0160

9 x 15 feet—Code: Southfield	9 x 9 feet—Code: Southville
9 x 12 feet—Code: Southhurst	7½ x 9 feet—Code: Southside
9 x 10½ feet—Code: Southdale	6 x 9 feet—Code: Southwood

Illustration 1/9 scale.



CRESCENT FELT BASE RUG



PATTERN No. 0162

CRESCENT

9 x 15 feet—Code: Beckfield

9 x 12 feet—Code: Beckhurst

9 x 10½ feet—Code: Beckdale

9 x 9 feet—Code: Beckville

7½ x 9 feet—Code: Beckside

6 x 9 feet—Code: Beckwood

Illustration 1/9 scale.

CRESCENT FELT BASE RUG



PATTERN No. 0163

9 x 15 feet—Code: Kirkfield

9 x 12 feet—Code: Kirkhurst

9 x 10½ feet—Code: Kirkdale

9 x 9 feet—Code: Kirkville

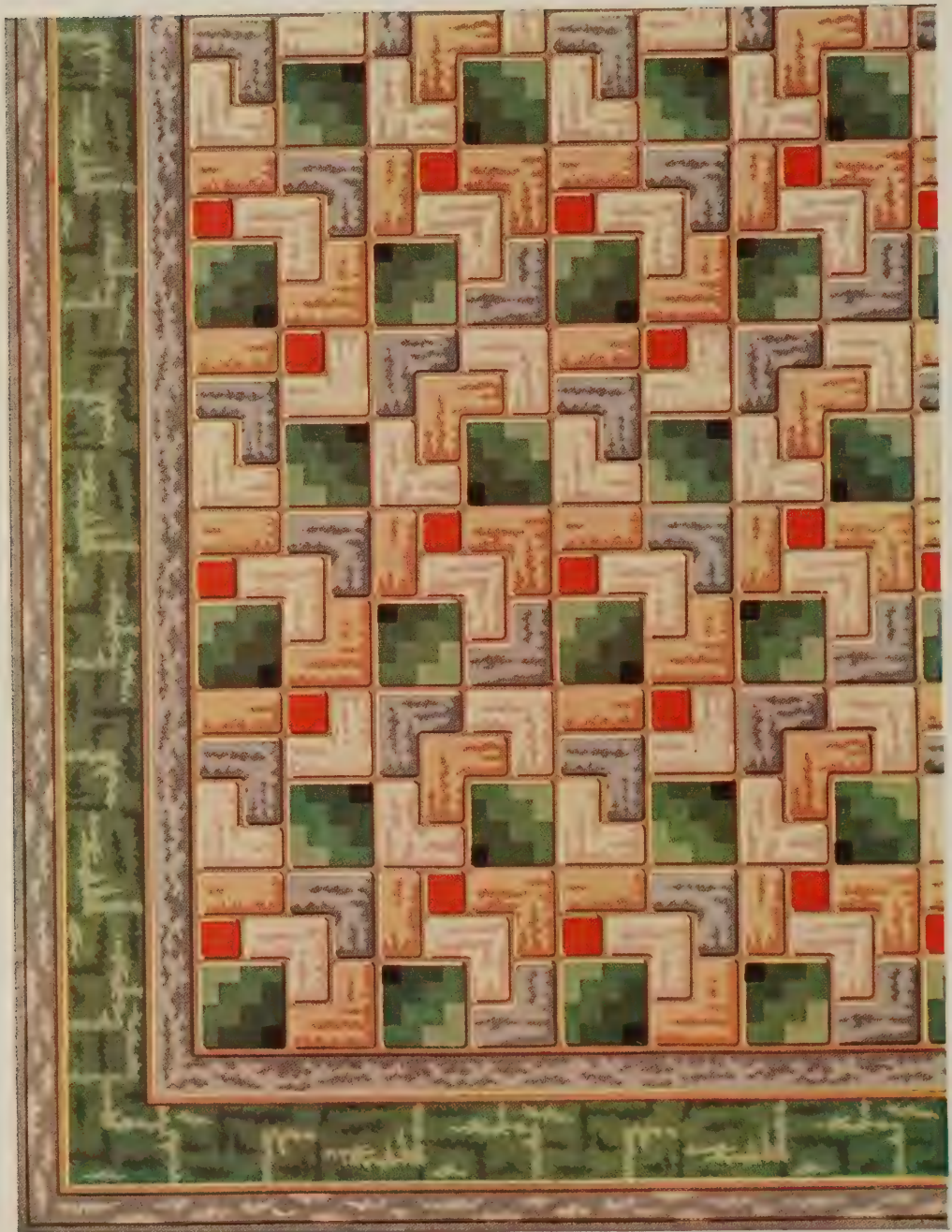
7½ x 9 feet—Code: Kirkside

6 x 9 feet—Code: Kirkwood

Illustration 1/9 scale.

CRESCENT

CRESCENT FELT BASE RUG



PATTERN No. 0165



9 x 15 feet—Code: Kentfield

9 x 12 feet—Code: Kenthurst

9 x 10½ feet—Code: Kentdale

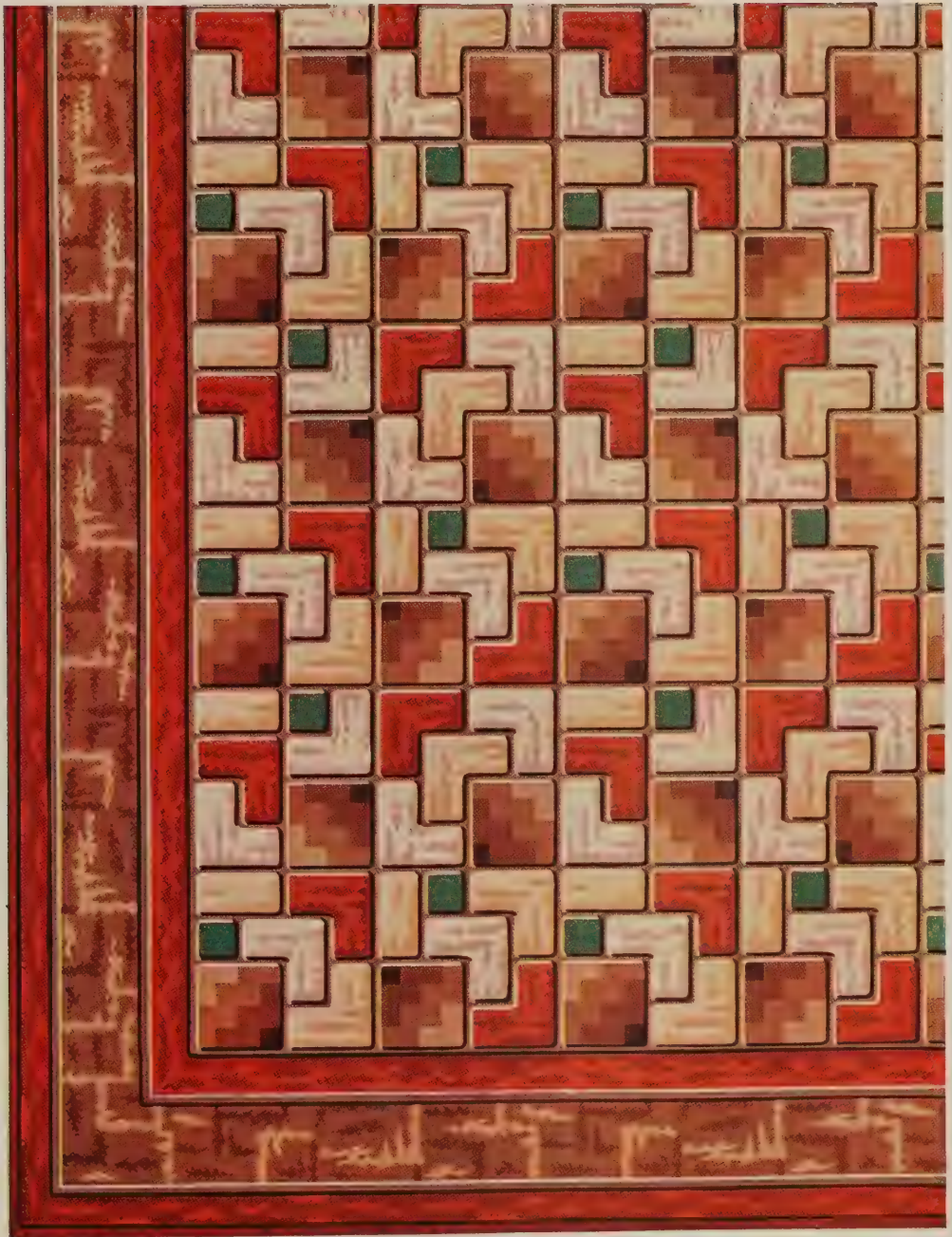
9 x 9 feet—Code: Kentville

7½ x 9 feet—Code: Kentside

6 x 9 feet—Code: Kentwood

Actual size of largest tile: 4¼" x 4¼". Illustration 1/9 scale.

CRESCENT FELT BASE RUG



PATTERN No. 0166

- | | |
|-----------------------------|----------------------------|
| 9 x 15 feet—Code: Krypfield | 9 x 9 feet—Code: Krypville |
| 9 x 12 feet—Code: Kryphurst | 7½ x 9 feet—Code: Krypside |
| 9 x 10½ feet—Code: Krypdale | 6 x 9 feet—Code: Krypwood |

Actual size of largest tile: 4¼" x 4¼". Illustration 1/9 scale.



CRESCENT FELT BASE RUG



PATTERN No. 0168



9 x 15 feet—Code: Kingfield	9 x 9 feet—Code: Kingville
9 x 12 feet—Code: Kinghurst	7½ x 9 feet—Code: Kingside
9 x 10½ feet—Code: Kingdale	6 x 9 feet—Code: Kingwood

Illustration 1/9 scale.



PATTERN No. 0169

9 x 15 feet—Code: Krestfield	9 x 9 feet—Code: Krestville
9 x 12 feet—Code: Kresthurst	7½ x 9 feet—Code: Krestside
9 x 10½ feet—Code: Krestdale	6 x 9 feet—Code: Krestwood

Illustration 1/9 scale.

CRESCENT

CRESCENT FELT BASE BY-THE-YARD

HERE is the most attractively styled merchandise in low priced, felt base yard goods, which carries with it the prestige of America's largest manufacturer of smooth-surface floor-covering.

This line offers you a wide variety of designs and colors. Four new patterns have been added to the eleven best sellers. Two of the new designs have tiles of varying sizes with a unique carpet effect. In one, No. 0368, shades of brick red are set off by contrasting touches of green and taupe. In the other, No. 0369, two tones of grey predominate, with accents in browns and blues. There are also two new patterns with small, rounded tiles outlined in a contrasting color—a popular style note.



PATTERN No. 0331—2 yards wide

PATTERN No. 0331—3 yards wide

Code: Fief

Code: Fiefex

Illustration $\frac{1}{4}$ scale.



CRESCENT FELT BASE BY-THE-YARD



PATTERN No. 0335—2 yards wide

PATTERN No. 0335—3 yards wide

Code: Famous

Code: Famousex

Illustration $\frac{1}{4}$ scale.





PATTERN No. 0337—2 yards wide

Code: Faulk



Illustration $\frac{1}{4}$ scale.



PATTERN No. 0338—2 yards wide

Code: Farley

Illustration $\frac{1}{4}$ scale.



CRESCENT FELT BASE BY-THE-YARD



CRESCENT

PATTERN No. 0343—2 yards wide

PATTERN No. 0343—3 yards wide

Code: Foley

Code: Foleyex

Illustration $\frac{1}{4}$ scale.

CRESCENT FELT BASE BY-THE-YARD



PATTERN No. 0344—2 yards wide

PATTERN No. 0344—3 yards wide

Code: Felmar

Code: Felmarex

Illustration $\frac{1}{4}$ scale.

CRESCENT 

CRESCENT FELT BASE BY-THE-YARD



PATTERN No. 0345—2 yards wide

PATTERN No. 0345—3 yards wide

Code: Fable

Code: Fablex

Illustration $\frac{1}{4}$ scale.



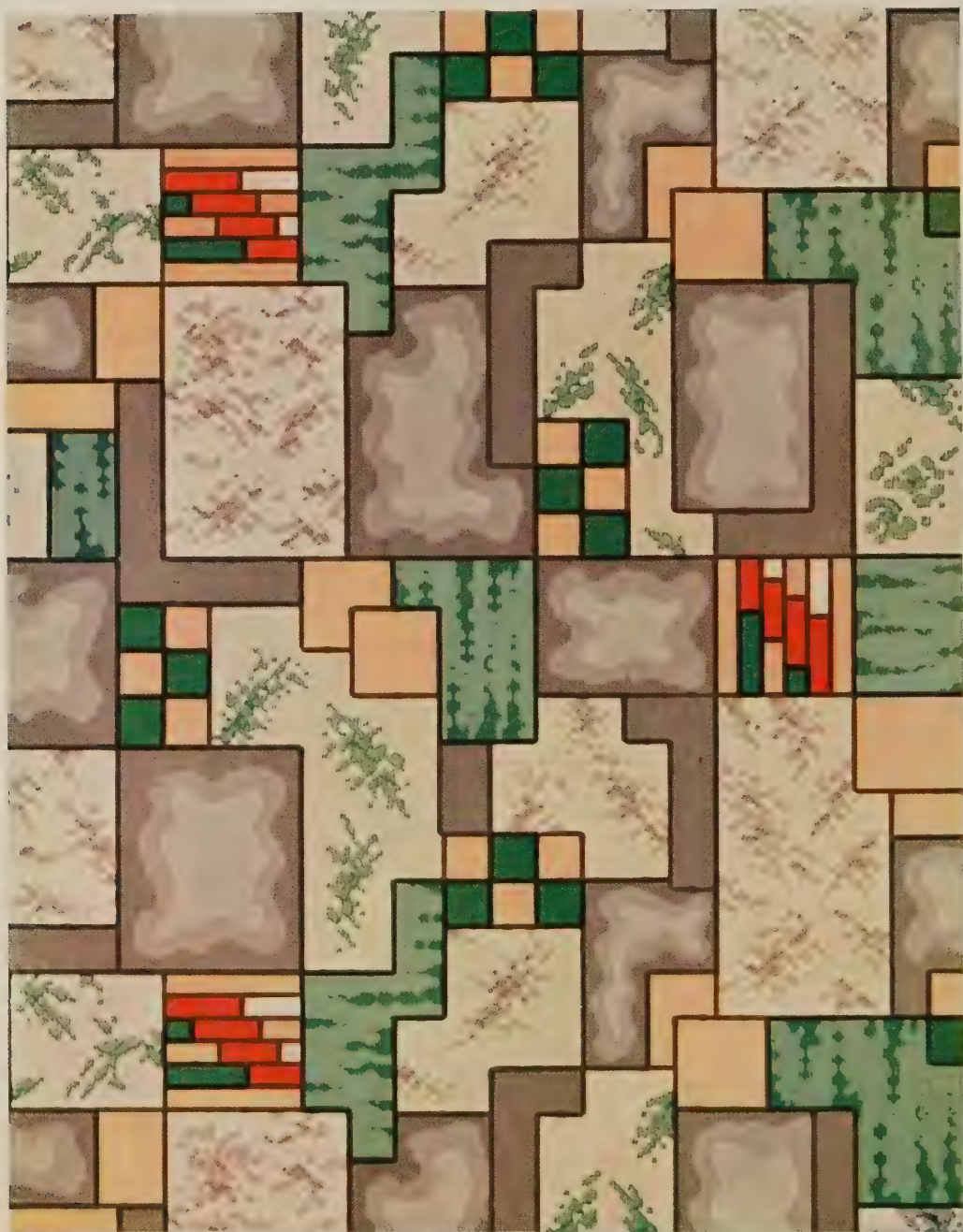
PATTERN No. 0358—2 yards wide

Code: Falcon

Illustration $\frac{1}{4}$ scale.

CRESCENT
FELT

CRESCENT FELT BASE BY-THE-YARD



PATTERN No. 0360—2 yards wide

Code: Feudal

Illustration $\frac{1}{4}$ scale.





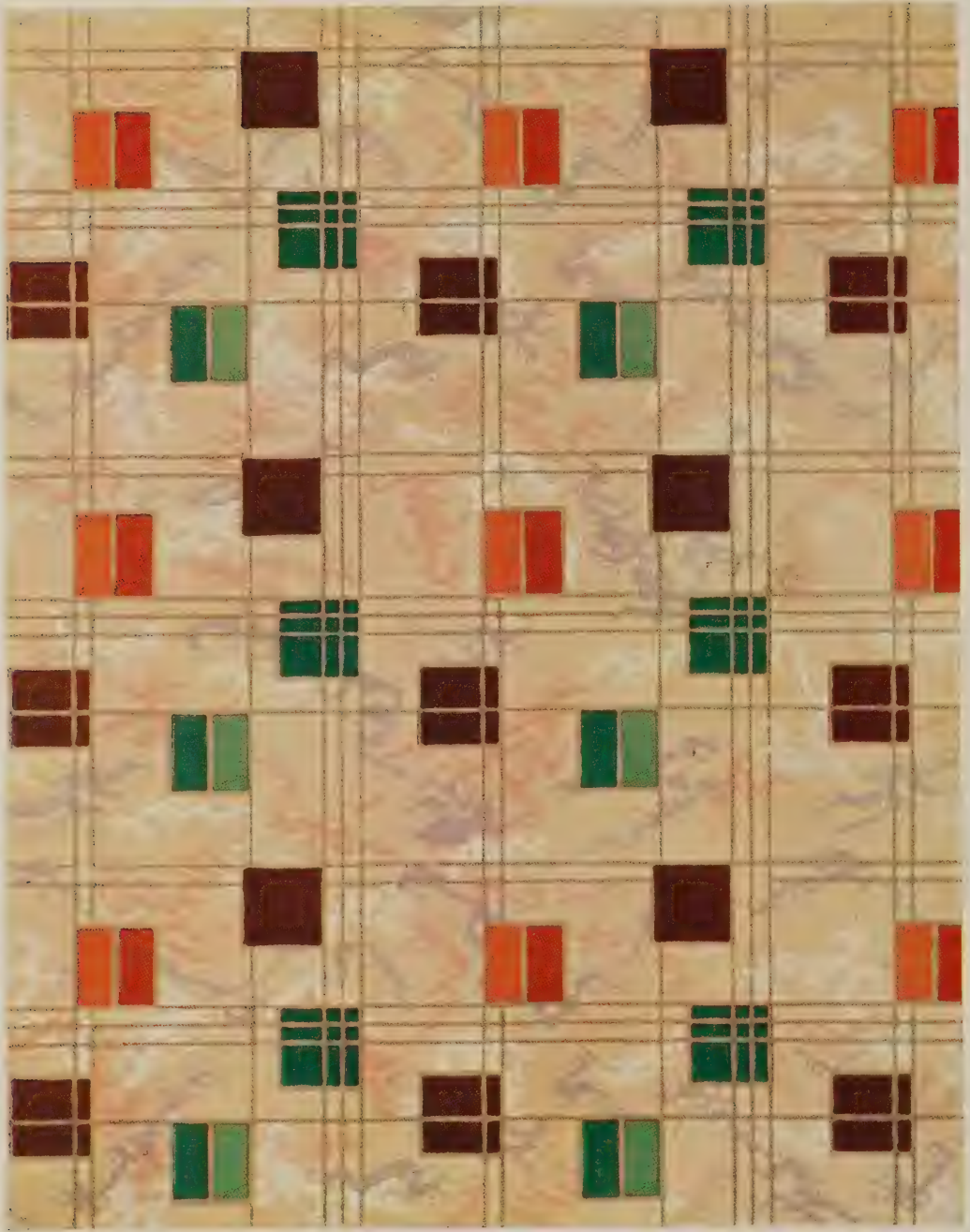
PATTERN No. 0362—2 yards wide

Code: Forum

Illustration $\frac{1}{4}$ scale.



CRESCENT FELT BASE BY-THE-YARD



PATTERN No. 0366—2 yards wide

Code: Fadler

Illustration $\frac{1}{4}$ scale.

CRESCENT FELT BASE BY-THE-YARD



PATTERN No. 0368—2 yards wide

PATTERN No. 0368—3 yards wide

Code: Faber

Code: Faberex



Actual size of largest green tile: 6" x 6".

CRESCENT FELT BASE BY-THE-YARD



PATTERN No. 0369—2 yards wide

PATTERN No. 0369—3 yards wide

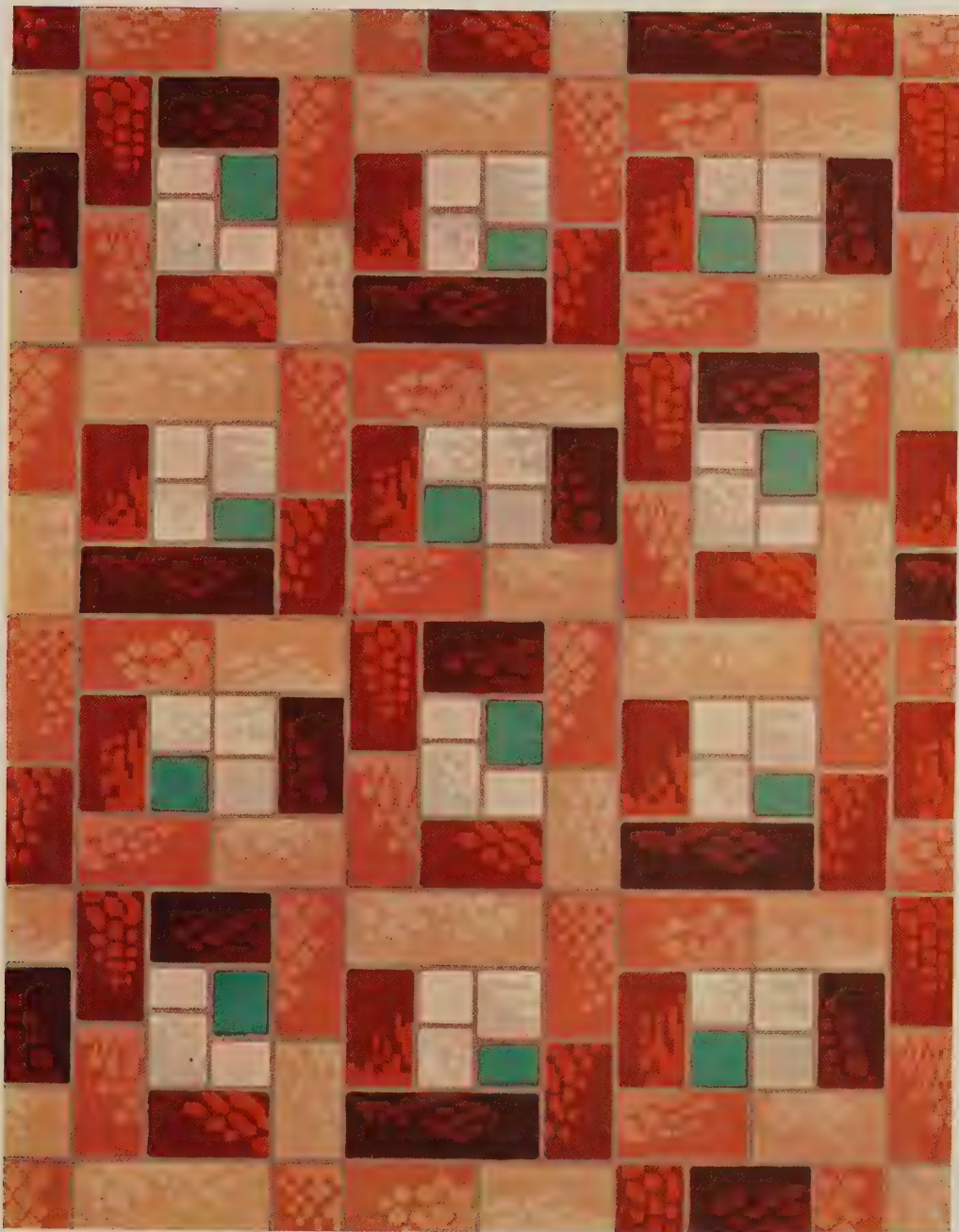
Code: Faris

Code: Farisex

Actual size of largest blue tile: 6" x 6".



CRESCENT FELT BASE BY-THE-YARD



PATTERN No. 0370—2 yards wide

Code: Feco

Illustration $\frac{1}{4}$ scale.



CRESCENT FELT BASE BY-THE-YARD



PATTERN No. 0371—2 yards wide

Code: Fasco

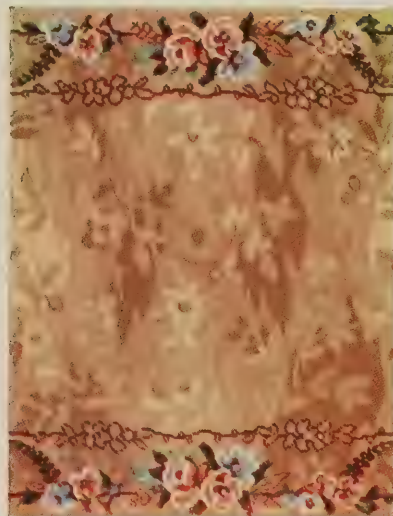


Illustration $\frac{1}{4}$ scale.

CRESCENT FELT BASE HALL RUNNER



A high quality product at a low price! The three new patterns in Crescent Felt Base Hall Runner feature attractive damask effects with floral borders on tan, rust and green grounds. These are the three most popular colors with housewives today.



PATTERN No. 10

24 inches wide.

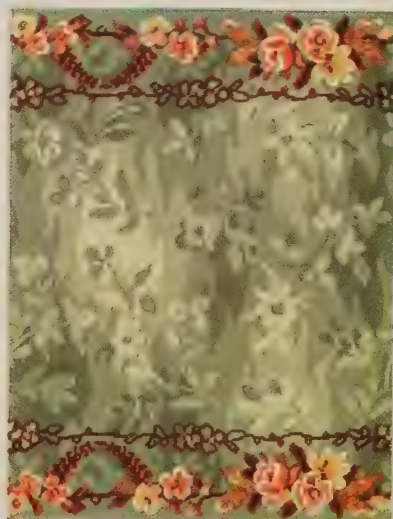
Code: Etna



PATTERN No. 11

24 inches wide.

Code: Eton

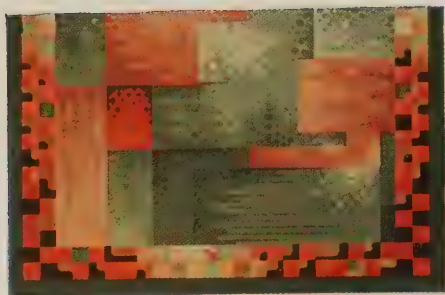


PATTERN No. 12

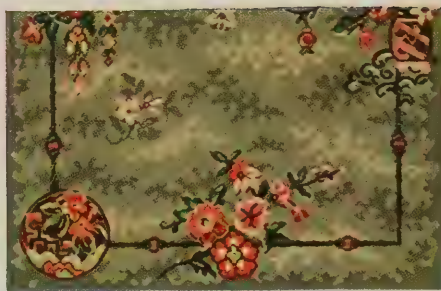
24 inches wide

Code: Elite

EXCELLO MATS



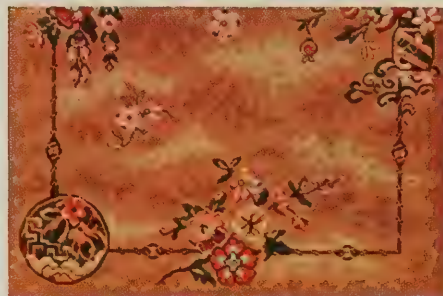
Pattern No. 130—Code: Dag



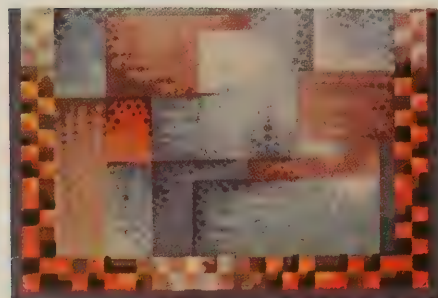
Pattern No. 133—Code: Dan



Pattern No. 131—Code: Dave



Pattern No. 134—Code: Dip



Pattern No. 132—Code: Dor



Pattern No. 135—Code: Det

SIZES AND PACKING

SIZES	CODE*	"A" PACKING	"B" PACKING
18" x 36"	Dell	48 Mats per carton	16 Mats per carton
27" x 36"	Road	36 Mats per carton	12 Mats per carton
27" x 54"	Croft	24 Mats per carton	8 Mats per carton
36" x 72"	Ford	12 Mats per carton	6 Mats per carton

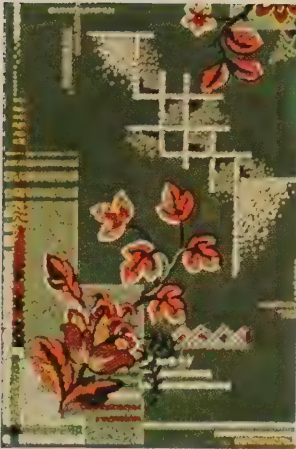
NOTE: "A" Packings contain the full assortment of all six patterns—Code: ASSO.

"B" Packings contain one pattern only. Three packings should be ordered by pattern number.

*Suffix indicating size only. To be used with prefixes indicating assortment and packing as noted.

TELEGRAPH CODE: Combine suffix indicating size with prefix indicating assorted or single pattern packing as desired. Example: Assorted size 18" x 36" (48 mats per carton)—code word "ASSODELL."

UTILITY MATS



Pattern No. 0693

Same Design in Tan
Pattern No. 0694

Same Design in Blue
Pattern No. 0695



Pattern No. 0691

Same Design in Green
Pattern No. 0690

Same Design in Blue
Pattern No. 0692



Pattern No. 0698

Same Design in Green
Pattern No. 0696

Same Design in Tan
Pattern No. 0697

SIZES AND PACKING

SIZES	CODE*	"A" PACKING	"B" PACKING
15½" x 27"	Pike	70 Mats per carton	35 Mats per carton
18" x 33"	Ridge	60 Mats per carton	30 Mats per carton
23" x 36"	Welt	45 Mats per carton	22 Mats per carton
27" x 54"	Croft	32 Mats per carton	16 Mats per carton
36" x 62"	Ford	16 Mats per carton	8 Mats per carton

*Suffix indicating size only. To be used with prefixes indicating assortment and packings as noted below.

NOTE: Pattern numbers 0696, 0697 and 0698 are made in sizes 15½" x 27", 18" x 33", 23" x 36" only.
All other patterns are manufactured in all five sizes.

ASSORTMENTS	"A" PACKING	"B" PACKING
All tan patterns to carton	Code: Air	Code: Bit
All green patterns to carton	Code: Ala	Code: Box
All blue patterns to carton	Code: Argo	Code: Burk
Full assortment all patterns	Code: Ark	Code: Ben

TELEGRAPH CODE: Combine suffix indicating size with prefix indicating assortment and packing. Example:
Assorted all green patterns, "A" packing (70 mats per carton), size 15½" x 27"—Code Word "ALAPIKE."

PREACH THE GOSPEL OF PROPER MAINTENANCE

TO increase the good-will of your store, see that your customers get the fullest satisfaction from their Sealex Linoleum by telling them how to care for it properly. Our booklet, "Facts You Should Know About the Care of Linoleum Floors," should go with every sale. The following paragraphs are taken from it:

WARNING: Soaps containing strong alkali are injurious to all linoleum, because they tend to soften the material.* Even the mildest soaps should be used sparingly.

Cleaning compounds of the porcelain scouring type contain abrasives harmful to linoleum. They scratch and break the sealed surface, providing lodging for dirt and making subsequent cleaning more difficult.

Use furniture cups, large surface castors or pads under heavy furniture. Broken castors and small metal slides groove your floors and permanently scar them. Chair and furniture legs should be flat, smooth, and free from sharp edges.

*A list of approved cleaning compounds will be sent on request.

WRONG



Small metal slides leave scars.

Broken castors bite into linoleum.

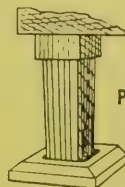


RIGHT



Chairleg with properly rounded corners.

Flat castor correct for use on linoleum.



Put cups under legs of heavy furniture.

INSTRUCTIONS FOR CLEANING AND WAXING

DUST DAILY WITH A DRY MOP—This removes dust and restores the gloss to linoleum that has already been waxed.

WHEN SOILED, WIPE CLEAN WITH A DAMP MOP—Regular care with a damp mop keeps Sealex floors spotless.

WASH OCCASIONALLY WITH MILD SOAP AND WATER—Washing is necessary only when a damp mop will not clean satisfactorily. Probably only once a month in kitchens and much less frequently on floors that receive less traffic. Only mild soaps should be used, afterward rinsed away with clean water. Use very little water.

DOUBLE WAX AFTER WASHING—First make sure the floor is dry. Then apply two coats of wax, allowing the first coat about 30 minutes to dry before the second is applied.

SEALEX SELF-POLISHING WAX

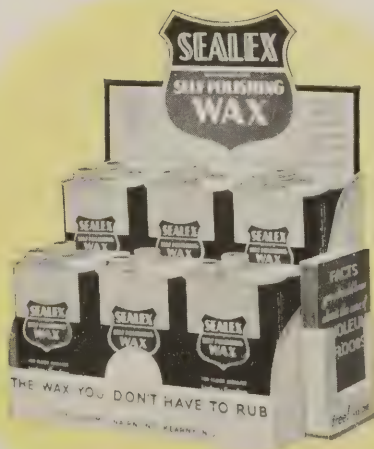
You can endorse Sealex Self-Polishing Wax as highly as you endorse Sealex Linoleum. Satisfied users of this wax will come back to your store repeatedly. And they are your best prospects for more linoleum sales. Remember, too, that Sealex Wax is recommended by the makers of Sealex floors as best for the care of linoleum.

The display carton illustrated will sell wax for you. Easy to set up and occupying little room, it comes with each case of 24 pint cans. Sealex Self-Polishing Wax is also available in quart, gallon and five gallon sizes.

For best results, we recommend Sealex Self-Polishing Wax—developed specially for Sealex Linoleum. This wax is the self-polishing type and when applied lightly over all kinds of floors attains a high gloss without rubbing.

WAX BETWEEN WASHINGS—In kitchens where the floor is washed and waxed once a month, an additional coat should be applied about two weeks later. In other rooms where washing and waxing is a yearly operation, it is advisable to re-wax with a single coat every three or four months.

We strongly advise against the use of lacquer on linoleum floors. Wax gives better protection and does not result in paths worn in traffic lanes.



SUNDRIES

A—CONGO FELT LINING, DRY. The felt is re-rolled to eliminate damaged edges from telescoping. The face is marked at both edges with yard marks. Packed with double wrapper and end protection. Manufactured in 1 lb. and 1½ lb. weights. Packed 50 yards per roll, 36 in. wide.

B—LINOLEUM ROLLER. A three-piece cast steel roller. Weight approximately 150 lbs. 8 in. in diameter. Overall length 14½ in. Countersunk axle at end permits rolling close to vertical surfaces.

C—SEALEX GREEN LABEL LINOLEUM PASTE. A superior adhesive for securing felt and linoleum to wood or concrete. Coverage over concrete approximately 10 to 14 yards per gallon. Over wood, double cemented, approximately 5 or 6 yards per gallon. Packed in five sizes: 1 qt. cans—12 per case, 1 gal. cans—6 per case, 3 gal. cans, 5 gal. casks and 30 gal. casks.

D—SEALEX OVERSCRIBER. A tool with replaceable point for scribing linoleum at the junction with vertical surfaces.

E—MOISTURE CONTENT DETECTOR. Employing a chemical method of determining the per-

centage of moisture in concrete. Indicates quickly whether linoleum may be safely applied over concrete underfloors. Easy to use and inexpensive on the basis of cost per test. Packed in fibre container with complete directions for use.

F—SEALEX SELF-POLISHING WAX. Recommended for the maintenance of Sealex Linoleum Floors and Congoleum Gold Seal Rugs. Easily applied. Dries with a rich, velvety gloss, requires no polishing. Packed in four sizes—pints, 24 per case; quarts, 12 per case; gallons, 6 per case; and five-gallon cans, one per case. Coverage approximately 2,000 to 3,000 square feet per gallon, one coat. (Pint size packed with attractive counter display.)

G—PASTE AND CEMENT SPREADER. Manufactured of one piece of aluminum, light and easy to keep clean—when worn, teeth may be renewed readily with a triangular file. Length 9½ in.

H—SEALEX UNDERSCRIBER. A tool for scribing linoleum at recessed edges. Indispensable for fine workmanship.

I—SEALEX LINOLEUM SAND BAG. A sand bag of high quality canvas, woven and sewn to pre-



SUNDRIES

vent leakage of sand dust. Packed and sold by the dozen.

J—CONGO FELT LINING, SATURATED. Wrapped exactly the same as Congo Felt Lining, Dry, except that the wrapper indicates the contents are saturated material. Weight approximately 78 lbs. per roll, packed 50 square yards to the roll, 36 in. wide.

K—SEALEX No. 3 LINOLEUM KNIFE. Standard wooden handle with a special blade $2\frac{1}{2}$ in. long designed for both wall and floor covering purposes.

L—WALL SCRIBER. A special tool for scribing external corners of wall work. Also adaptable for the fitting of borders and table tops.

M—RUBBER COVERED WALL-ROLLER. A special rubber wall-roller for use in securing a more uniform contact between the wall covering and the wall.

N—WALL COVERING PASTE SPREADER. A trowel with teeth cut in such a manner as to provide proper distribution of paste. Indispensable for wall covering work.

O—SEALEX No. 310 WALL COVERING ADHESIVE. A non-shrinking, highly water-resistant adhesive specifically recommended for use in installing Sealex Wall Covering. Available in 3 and 5 gallon containers.

P—SEALEX WALL PRIMER. For use in certain cases to strengthen plaster or for moisture protection in shower stalls and around bath tubs and sinks that abut walls. Available in 1 gallon container only.

(Not illustrated)

PLASTER WALL MOISTURE DETECTOR. An electrical instrument that accurately indicates whether or not a plaster wall is sufficiently dry to receive Sealex Wall Covering.

SEALEX LINOLEUM LAYER'S KIT—In addition to the overscriber (D), paste and cement spreader (G), and 3 knives (K) illustrated below, this kit includes high quality tools and equipment for the layer as follows: hammer, 50 ft. tape, 2 ft. folding rule, 50 ft. chalk line, sponge, chalk, and adhesive brush. These tools are packed for convenient transportation and storage by the layer in a suitable black fibre tool case.



APPROXIMATE SHIPPING WEIGHTS

The approximate shipping weights listed below will vary with yardages, packing, etc., and are published only for estimating weights of shipments. Unless otherwise noted, the approximate shipping weights of roll goods are for rolls containing 30 lineal yards.

Sealex Linoleum	Weight Per Roll
2 Yards Wide	
Veltone Marbles—	
3/16" Gauge	730 Lbs.
Heavy Gauge	552 Lbs.
Medium Gauge	420 Lbs.
Standard Gauge	340 Lbs.
Karnean Marbled Inlaid—	
Heavy Gauge	558 Lbs.
Medium Gauge	425 Lbs.
Standard Gauge	351 Lbs.
Embossed Straight Line Inlaid—	
Medium Gauge	380 Lbs.

Adhesive Sealex Linoleum	
2 Yards Wide	
Veltone Marbles—	
Standard Gauge	384 Lbs.
Karnean Marbled Inlaid—	
Standard Gauge	390 Lbs.
Treadlite Inlaid	379 Lbs.

Belflor	
2 Yards Wide	324 Lbs.

Sealex Battleship Linoleum	
2 Yards Wide	
6.00 mm. Gauge	888 Lbs.
3/16" Gauge	713 Lbs.
1/8" Gauge	470 Lbs.

Sealex Plain Linoleum	
2 Yards Wide	
1/8" Gauge	470 Lbs.
Medium Gauge	430 Lbs.
Standard Gauge	348 Lbs.

Sealex Jaspé Linoleum	
2 Yards Wide	
3/16" Gauge	732 Lbs.
1/8" Gauge	475 Lbs.
Medium Gauge	390 Lbs.

Sealex Linoleum Border	
Heavy Gauge—12" wide	88 Lbs.
Heavy Gauge—9" wide	66 Lbs.
Medium Gauge—12" wide	69 Lbs.
Medium Gauge—9" wide	55 Lbs.
Standard Gauge—12" wide	54 Lbs.
Standard Gauge—9" wide	41 Lbs.

Desk Top Linoleum	Weight Per Roll
2 Yards Wide	
3.00 mm. Gauge	490 Lbs.

Gold Seal Cork Carpet	
2 Yards Wide	
Polished	520 Lbs.
Unpolished	580 Lbs.

Gold Seal Printed Linoleum By-the-Yard	
2 Yards Wide	290 Lbs.
4 Yards Wide	600 Lbs.

Gold Seal Printed Linoleum Passage Cloth	
22½ Inches Wide	75 Lbs.
27 Inches Wide	110 Lbs.

Congoleum Gold Seal Rugs	Per Rug
9 x 15 Feet	60 Lbs.
9 x 12 Feet	50 Lbs.
9 x 10½ Feet	44 Lbs.
9 x 9 Feet	38 Lbs.
7½ x 9 Feet	32 Lbs.
6 x 9 Feet	26 Lbs.

	Per Ctn.
3 x 9 Feet (3 Per Carton)	34 Lbs.
	Per Rug
3 x 6 Feet	8 Lbs.
3 x 4½ Feet	6½ Lbs.
	Per Ctn.
1½ x 3 Feet (12 Per Carton)	23 Lbs.

Nairn Felt Base Rugs	Per Rug
9 x 15 Feet	60 Lbs.
9 x 12 Feet	50 Lbs.
9 x 10½ Feet	44 Lbs.
9 x 9 Feet	38 Lbs.
7½ x 9 Feet	32 Lbs.
6 x 9 Feet	26 Lbs.

	Per Ctn.
3 x 9 Feet (3 Per Carton)	34 Lbs.

Congoleum Gold Seal By-the-Yard	Weight Per Roll
2 Yards Wide	220 Lbs.
3 Yards Wide (80 Sq. Yd. Roll)	328 Lbs.

APPROXIMATE SHIPPING WEIGHTS

Congoleum Gold Seal Hall Runner	Weight Per Roll
24 Inches Wide	82 Lbs.
36 Inches Wide	100 Lbs.

Congoleum Rug Border	
24 Inches Wide (60 Lin. Yds.)	100 Lbs.
36 Inches Wide (60 Lin. Yds.)	150 Lbs.
72 Inches Wide (35 Lin. Yds.)	170 Lbs.

Crescent Felt Base Rugs	Per Rug
9 x 15 Feet	48 Lbs.
9 x 12 Feet	37 Lbs.
9 x 10 $\frac{1}{2}$ Feet	33 Lbs.
9 x 9 Feet	31 Lbs.
7 $\frac{1}{2}$ x 9 Feet	26 Lbs.
6 x 9 Feet	21 Lbs.
	Per Ctn.
3 x 9 Feet (3 Per Carton)	28 Lbs.

Crescent Felt Base By-the-Yard	Per Roll
2 Yards Wide	165 Lbs.
3 Yards Wide (80 Sq. Yd. Roll)	260 Lbs.

Crescent Hall Runner	
24 Inches Wide	55 Lbs.

Utility Mats	Per Ctn.
15 $\frac{1}{2}$ " x 27"—70 Per Carton	59 Lbs.
15 $\frac{1}{2}$ " x 27"—35 Per Carton	30 Lbs.
18" x 33"—60 Per Carton	75 Lbs.
18" x 33"—30 Per Carton	37 Lbs.
23" x 36"—45 Per Carton	79 Lbs.
23" x 36"—22 Per Carton	39 Lbs.
27" x 54"—32 Per Carton	97 Lbs.
27" x 54"—16 Per Carton	48 Lbs.
36" x 62"—16 Per Carton	77 Lbs.
36" x 62"—8 Per Carton	38 Lbs.

Excello Mats	Weight Per Ctn.
18" x 36"—48 Per Carton	72 Lbs.
18" x 36"—16 Per Carton	24 Lbs.
27" x 36"—36 Per Carton	76 Lbs.
27" x 36"—12 Per Carton	27 Lbs.
27" x 54"—24 Per Carton	77 Lbs.
27" x 54"—8 Per Carton	26 Lbs.
36" x 72"—12 Per Carton	70 Lbs.
36" x 72"—6 Per Carton	35 Lbs.

Sealex Wall Covering	Per Roll
1 Yard Wide	114 Lbs.

Congo Felt Lining	
1 Lb. Dry (1 Yd. Wide—50 Lin. Yds.)	52 Lbs.
1 $\frac{1}{2}$ Lb. Dry (1 Yd. Wide—50 Lin. Yds.)	79 Lbs.
Saturated (1 Yd. Wide—50 Lin. Yds.)	76 Lbs.

Sealex Green Label Linoleum Paste	
1 Quart Cans (12 Per Carton)	Per Ctn. 47 Lbs.
1 Gallon Cans (6 Per Case)	Per Case 91 Lbs.
	Per Can
3 Gallon Can	44 $\frac{1}{2}$ Lbs.
5 Gallon Can	70 Lbs.
30 Gallon Cask	411 Lbs.

Sealex Self-Polishing Wax	
1 Pint Cans (24 Per Carton)	Per Ctn. 36 Lbs.
1 Quart Cans (12 Per Carton)	31 $\frac{1}{2}$ Lbs.
1 Gallon Cans (6 Per Carton)	58 Lbs.
	Per Can
5 Gallon Can	60 Lbs.
55 Gallon Drum	510 Lbs.

Yardage of individual rolls will vary between the minimum and maximum listed below

	Min.	Max.
All Sealex Linoleum	40	66 Sq. Yds.
Cork Carpet	40	66 Sq. Yds.
Printed Linoleum		
2 Yards Wide	40	66 Sq. Yds.
4 Yards Wide	60	132 Sq. Yds.
Linoleum Passage Cloth (All Widths)	60	135 Lin. Ft.
Linoleum Border (All Widths)	60	90 Lin. Ft.
Linoleum Border Strip (All Widths)	45	45 Lin. Ft.
Congoleum By-the-Yard 2 Yards Wide	40	66 Sq. Yds.

	Min.	Max.
Congoleum By-the-Yard 3 Yards Wide	40	80 Sq. Yds.
Congoleum Rug Border 24 In., 36 In. Wide	60	180 Lin. Ft.
Congoleum Rug Border 72 Inches Wide	60	99 Lin. Ft.
Congoleum Hall Runner	60	135 Lin. Ft.
Crescent Hall Runner	60	135 Lin. Ft.
Crescent Felt Base 2 Yards Wide	40	66 Sq. Yds.
Crescent Felt Base 3 Yards Wide	40	80 Sq. Yds.

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